

# ELECTRICAL MERCHANDISING WEEK

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

## What Happened To The Tube?

All about the glamorous newcomers which are replacing conventional vacuum tubes. Here's what you need to know, in everyday language, about transistors, nuvistors, compactrons. *see page 20*

## Johnson's Polisher Bows Out Of Stores

The inventory is almost gone, and the wax manufacturer will sell no more. But Johnson stays in the business with rental machines, will work with everybody to promote floor care. *see page 6*

## Multiplex Programs

Will lack of broadcasts—which has plagued color TV for years—prove a stumbling block to stereo FM? Here's a cross-country sample of stations. *see page 3*

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## Price Cuts Played Bust Hand In 1960

# WHAT'S IN CARDS FOR NEXT YEAR'S REFRIGERATORS?

The decision on 1961 refrigeration lines is: Go anyway. And the factories will go in the fall as last year. Prices will go back up. No-frost will come farther down into the line.

Despite all the talk, manufacturers are not delaying introductions of new refrigeration lines. An EM Week check of every manufacturer revealed last week that, if anything, the reverse is true.

The rundown looks like this right now: Frigidaire, Hotpoint, Philco and Norge all are showing within a few days of last year's schedule. Amana, Admiral and G-E are not commenting, although field reports peg G-E at mid-October, roughly the same as 1959, and Admiral's at not long after. Kelvinator continues its one-at-a-time policy; Westinghouse will say nothing beyond, "mid-fall"; Whirlpool says, "In the fourth quarter." Gibson began showing its line to dealers in Hawaii last week.

No earth-shaking developments are likely either. But the "no comments" fall faster when manufacturers are questioned about new features in their lines. Frigidaire, Amana, G-E, Philco, Hotpoint and Norge are tight-lipped.

More talkative, but still uncommunicative are these manufacturers:

Whirlpool—"Line will be as long, with several new features on tap. No-frost will go lower in the line. Jet-Cold shelf and meat

chest will still be featured this year."

Admiral—"We have some surprises coming up."

Kelvinator—"We will introduce improvements and some new models in refrigerators and freezers, ranges and washers, this year."

Westinghouse—"The line will be a good one, with plenty of features. We didn't make any move toward stripping."

In short, one man who said, "They'll be lovely and they'll cool beer and make ice," summed up all the industry is going to say for the record now. That is, except for Gibson, where ice-makers, at popular prices even in a freezer, key the new refrigeration line with re-runs due later.

Off the record, the industry was saying plenty, particularly about prices which are going to be up. The feeling is general that since price cuts didn't help, price raises won't hurt. But the amount of the price increase depends entirely on the developing introductions.

And it is true that the price cuts didn't help much, despite some local reports at the time. G-E, which set off the last round, says the cuts produced "in some cases, substantial effect, but overall results were moderate." Why is up the direction? Amana furnished the answer; "most costs seem to be going up, not down."

Next year doesn't figure to be a bell-ringer.

*Continued on page 33*

# Refrigerator Manufacturers Reply To FTC

In the wake of a Federal Trade Commission crackdown on refrigerator advertising using gross capacity figures, manufacturers last week said they will comply. But there were grumbles.

FTC had sent a letter to manufacturers warning them they faced FTC action for using gross figures. Consumers, said the FTC, believe "gross" means the food-holding capacity (or "net") of a box, when actually it means gross volume, including space occupied by shelves, partitions and cooling units.

Everybody is going to comply with the FTC's latest gambit, but some manufacturers are more compliant than others, EM Week found.

Reactions to the FTC letters depended on whether or not a given company had been using gross figures or not. Those who had succumbed to the temptation responded with the quick jump of a kid caught with his hands in the cookie jar. Those who were "clean" took up a stance some distance beyond those who were "Holier-than-thou."

Uniformly favorable reactions came from such firms as Frigidaire, Whirlpool, Hotpoint and Westinghouse.

● At Whirlpool the comment was: "We're all for it. We were one of the instigators of the preferable use of NEMA net."

● To Frigidaire's Herman Lehman, the gross-net confusion has long been a trial. Frigidaire said, "We are pleased to comply with any move to discourage the development of the use of gross capacity figures."

● Hotpoint said simply, "We're very happy about the FTC suggestion."

● Westinghouse went farther and quoted a letter sent to its distributors five weeks ago to the effect that a trend to advertising grosses was building, that unless this was carefully handled, it could be fraudulent.

The letter added that Westinghouse was removing all references to gross capacity from its literature, and recommended that distributors stop co-op if necessary to keep dealers from using gross capacities in their own advertising.

On the other side of the fence, users of gross capacities cried out in anguish: "Why pick on us?"

One first draft of a reply to the FTC went something like this: 1. We don't use gross volume in our advertising. 2. The FTC letter is erroneous, since ducts and ventilators don't even go on the inside of refrigerators. 3. The NEMA net can be figured several ways, depending on interpretation. 4. Our dealers are independent businessmen and we can't tell them what to do. ● At Norge, Harold Bull stated, "We agree. Using NEMA nets has always been our policy and we have always referred to them and carried both listings on our spec sheets. This FTC comment on refrigeration will be a good thing for the industry."

Regarding each item as Norge's CCF-12, a 11.9 gross, net number, widely advertised, another Norge man grudged, "Well, we slipped a few times, sure. But the spec sheets are straight and always have been."

*Continued on page 33*

## Gibson Chooses Panama For '61

Dealers who needed 60 points to make the current Hawaii run, 40 points to earn last year's San Juan trip will have to garner only 20 next year

Product exposure is Gibson's call. "We want our new master line on dealer floors quick. They're new, they carry a pretty fair ticket and a nice margin," said W. C. Conley, sales vice president in Hawaii last week.

Gibson turned loose a sixth Master product—another air conditioner. This one is the Texan Comfort Master. It's a 22,000 Btu 2½-horsepower job aimed at compact installation. Across the new air conditioner line, Gibson is trying for automobile-style options by making the air sweep feature in an automatic version installable by dealers. Last year's Air Sweep feature was good for \$15 to \$20 extra, including \$9 to \$12 extra for the dealer.

Gibson got a gala welcome in Hawaii where about 5,000 dealers were arriving on an incentive trip. September 6, for example, was "Charles J. Gibson, Jr. Day," according to a proclamation by the mayor; the lieutenant governor met the newcomers at Iolani Palace; and hula dancers and sarong-clad lovelies welcomed the incoming planes. According to Hawaiians, this is the biggest sales group ever to come to Honolulu; they hope it sets a trend.

**Whooping it up**, dealers and their wives made trips to Pearl Harbor, Kauai Island, various famed Hawaiian eating places, or just spent their time absorbing sunshine. Business sessions included the Waikiki College of Profits (whose faculty included Caswell Speare, publisher and Laurence Wray, editor, of EM Week); product knowledge sessions; an award dinner complete with Oscars; and a new products show.

Gibson put on the product show produced by Wilding Studios with an all-Broadway cast. The topper and finale turned the stage into a 50-foot Spanish galleon complete with a cannon for saluting each order. To hypo enthusiasm for Panama, Gibson flew in a troupe of top Panamanian entertainers.

Indications were good enough for Gibson to be predicting 6,000 to 8,000 in attendance at the 1961 Panama City convention. "We have found a way that works for us," Chuck Gibson said, "and we're going to keep it up."

### Admiral Drops In Reverb Into Its Stereo Line

Two top of the line stereo consoles with reverbaphonic sound added were dropped into the Admiral line today. The units will go out at \$575 and \$625 retail in cabinets "over five feet wide."

A new 23-inch stereo theater also is being dropped into the \$625 slot. This one has sliding doors and speakers is Danish Modern.

A hot price on a new phono combo rounds out the drop-ins. With four speakers and AM-FM tuner, the new unit comes in at \$219.95.



## Whirlpool Will Field Test 50 Dry Cleaners

NEW COIN-OPERATED UNITS like the one above will be ready for customers in 20 cities by Sept. 15. Most are going into coin-op laundries, where customers will pay about \$1.50 for an eight-pound load. Savings? About \$3 to \$6.

## Japan On U.S.: Caution

**The American economy has entered a definite plateau. That's the latest view of leading Japanese industrialists**

The Japanese aren't worried about their favorite customer . . . yet. But according to Giro Koike, senior managing director of Japan's Yamaichi Securities Co., Ltd., Japanese industrial leaders who are watching the U. S. economy closely feel the plateau reached by U. S. business could lead to some sort of "readjustment."

**Koike made it clear that the Japanese expect nothing like a major recession in the United States.** But because of the close links between Japan's economy and American business health, any sharp decline here would be directly felt by the Japanese.

As director of Yamaichi, Koike spoke with a vast background on

Japanese financial problems. Today, Yamaichi is one of the largest security companies in Japan. The company handles about 20% of the total volume of transactions on the Tokyo exchange.

**How would a plateau effect the Japanese?** Koike felt any slump in the United States would cut heavily into Japan's export business, the biggest percentage of which goes to the U. S. And Japan's export business has been a big factor in booming the Japanese economy.

"Economically speaking," explained Koike, "it can be said that as the United States goes, so goes Japan."

Koike also disclosed:

- Sony was hurt more than any other major Japanese company by the collapse of the transistor radio market in the U. S.

- The Japanese have no plans to enter the U. S. white goods market, although that's always a possibility.

## IHFM's \$70 Million Year —Where's \$300 Million?

The Institute of High Fidelity Manufacturers is playing the numbers game a new way now. And so \$300 million years—that was IHFM's prediction for 1959 retail volume—may be a thing of the past.

Now, IHFM President Raymond V. Pepe is predicting a \$70 million year for the high fidelity components industry.

"This certainly represents a departure," admitted Abraham Schwartzman, IHFM executive administrator. "This puts the figures on an entirely different basis. Some items have been stripped out and naturally there would be shrinkage in the overall figure because different elements are being considered."

**How does it work?** IHFM is moving in the direction of the Electronic

Indust. Assn. statistics. To estimate the hi-fi component business, EIA collects figures on amplifiers, speakers and tuners.

Schwartzman believes Pepe's \$70 million prediction includes the three EIA categories, plus tape decks.

Before, IHFM had counted speakers, enclosures, amplifiers, preamps, changers, tuners, turntables, needles, and cartridges to get a total sales figure.

"There has been dissatisfaction with the old way," explained Schwartzman. "We're trying to determine a more accurate method of compiling our statistics and set up a cross check in different ways."

IHFM's new approach is "not a fact yet," according to Schwartzman, who declined to pick any adoption date.

## "We'll Be Back With A Bang"

. . . says Roto-Broil of its "revolutionary" broiler with an \$89 price which will be "promotional." Industry reaction: Will history repeat itself?

These are the plans of Roto Broil Corp. of America—one-time giant in the broiler-roisserie field—according to the company's general sales manager, Carl Goldman:

"We're coming back with the biggest ad and promotional campaign that the broiler industry has ever seen," Goldman thumped. How big? "We'll use radio, TV, newspaper, national and trade magazines and billboard advertising to get broilers back where they belong in the housewares business."

The slam bang promotion which will begin "not later than Oct. 15," will introduce the new product that's causing all the fuss at Roto Broil. "It's a brand new and revolutionary broiler rotisserie, equipped with an electronic reflector. It will bake with the efficiency of a \$500 electric range and with the speed of electronic cooking. List price will be \$89.95—but it will be promotional," explained Goldman. And small appliance men heard echoes of the frantic fifties when "was-is" reached its chaotic climax.

Other company officials were just as enthusiastic as Goldman. They saw no reason why broilers couldn't zoom again. "The public had just begun to get broiler educated when we had to go out of business because we were selling at a loss in order to meet competition," Goldman went on to explain.

**But competition doesn't seem to worry Roto Broil now.** "Why should it?" shrugged Goldman. "We bought Peerless—our only real competition—when they went out of business. We're certainly not going to fight each other even though they'll make and market their own products. We'll do business just as we did in the past except that now we won't have them to compete with."

**Optimism hasn't been dampened** by the obvious fact that there will be other manufacturers—including G-E—intent on getting their share of the market. According to Goldman, "G-E's advertising, and that of the other manufacturers, will help us by further educating the consumer. And the presence of a major appliance manufacturer should help keep the market stable."

(During the early years of broilers and rotisseries, a few merchandising men said that chaos might have been avoided if a big housewares manufacturer with a firm distributor set-up and established dealers had been in the market.)

Since acquiring Peerless Broil-Quik and recovering from Chapter XI, Roto-Broil has been producing "just what the traffic would bear." In 1958, the company reportedly did \$5 million in wholesale business. Presently, most of Roto-Broil's business is in \$7.95 to \$29.95 broilers but "everyone is certain of a big sales increase when the new model hits the market," Goldman confidently concluded.





### It's No Mistake

**WHIRLPOOL** placed this attention-getting, upside-down billboard in the Times Square area of New York to promote its New Yorker "125" washer.

## Carrier Coolers Follow Trends

At Carrier's first showing of its 1961 room air conditioner line last week, predicted industry trends (EM Week, Sept. 5) to instant mounts and a push for the bedroom market found one more supporter.

**New in the line this model year** is the "Ready-Mount"—designed for the take-it-home, install-it-yourself market. The cabinet is a compact 11 inches deep. Sturdy aluminum-framed translucent plastic panels slide out to seal windows up to 40 inches wide. Capacity is 5,600 Btu.

"You don't need even a screwdriver to install it," crowed John R. Voigt, room air conditioner sales manager, unveiling the line for Eastern dealers and distributors at the Concord Hotel's swank resort on Kiamesha Lake in New York's Catskill Mountains.

**Three series fill out the line.** "Sceptre" and "Viscount" models have identical styling, designed like the rest of the line by Raymond Loewy. "Sceptre" cabinets are 14 inches deep, come with an optional install-it-yourself kit. Two 115 volt models provide 7,000 Btu with 7½ amps and 9,000 Btu with 12 amps. The 208 and 230 volt models provide 9,600 Btu.

The "Viscount" series (24 inches deep) contains two 115-volt models with 8,500 Btu (7½ amps) or 11,000 Btu (12 amps); the 208 and 230 volt models produce either 13,000 or 15,000 Btu. The top of the line "Imperial" delivers 20,000 Btu, 470 cu. ft. of air per minute.

**Carrier's heat pumps**, with automatic defrost, include: 9,600 Btu roomette console for bedside, endtable, summer cottage, mobile home use.

# What About Stereo FM Programs

**When color television came on the scene, there were few color programs, and the lack has plagued the color business for years. Will stereo radio find a similar stumbling block?**

Once the Federal Communications Commission sets the standard for FM stereo radio around the first of the year, radio manufacturers will be set to jump into production.

But manufacturers are wondering: Will FM stations jump as quickly onto the bandwagon? Or will stereo radio turn out to be a product without a program?

In an attempt to find some answers, EM Week sampled FM stations in key locations across the nation.

**Basically, this is the picture:** Straight FM stations are enthusiastic about stereo. And although combination AM-FM stations, which broadcast identical material from both outlets, are "interested," they are not nearly so eager for multiplexing.

There's another important factor which might even deflate the enthusiasm of straight FM station owners: The system chosen by FCC.

The FM broadcasters want a system with two sub-carriers. Today, about 240 FM stations are multiplexing, using sub-carriers for background music, which they are selling to commercial outlets.

A system with a second sub-carrier would enable the broadcasters to continue their commercial background music operations and still give the public stereo.

**If the FCC decides** on a single sub-carrier system, chances are FM station owners will choose to retain their background music operations and forget about stereo.

"It would be a financial disaster for FM if only a single carrier system is adopted by the FCC," said C. Frederic Rabell, president of the National Assn. of FM Broadcasters and co-owner of KITT-FM San Diego. "In my opinion, it's impossible for the FCC to pick one sub-carrier. If they do, the stations with the single sub-carrier now won't go to

stereo because that background music operation has been supporting them all along."

For the approximately 240 FM stations currently multiplexing, conversion to stereo under the Calbest or Halstead systems would be the simplest proposition.

All other systems would require considerable change or completely different equipment—equipment which is not even being manufactured at the present time.

There's still another possibility. The FCC could come up with a composite system, according to Harold Kassens of the commission's broadcast bureau.

**Most enthusiastic spokesman** for multiplex broadcasting was Rabell.

"We have over 150 FM stations as members now," he said, "and the larger percentage of them have been built and put on the air to take advantage of multiplexing when it's ready."

His station, KITT-FM, has been multiplexing since September, 1958, and Rabell is budgeting another \$8,000 to get a second sub-carrier on the air.

"We're ready to go the day the FCC says to go," he said. "We've got our equipment ready. We have to know what frequency to be used."

Rabell has been collecting stereo tapes and records for the operation and could open with six hours of stereo right away. Eventually, he wants to program 24 hours of stereo a day.

The Concert Network, with seven FM stations along the Eastern Seaboard, would go to multiplexing for the entire network if the right system comes through, according to Stilwell Brown, general manager.

"And there would be no problem in finding a good stereo library," Brown said.

**Of the national radio networks**, only ABC has demonstrated any enthusiasm. "We're looking into it," said Roger Coleman, director of FM for the network. "We would definitely use a multiplex channel for our New York station once the FCC gives the go-ahead."

NBC has no plans at the moment for its own wholly owned radio station and CBS is "keeping an eye on all developments," according to a spokesman.

## G-E Reverb Won't Up Price

**Of two high end consoles which now carry "Resonant Stereo" as standard equipment; 1961 line still runs \$169 to \$625**

Audio news at Saturday's opening of the Electra City week-long home show at New York's Coliseum was reverb at no increase in prices. G-E has added it in two high end console series—the Mount Vernon and the Canturbury. Originally introduced in May, the two series—one with AM-FM tuner, the other without—will run with reverb as standard equipment factory installed, according to Charles Coward, general manager of G-E's audio products operation at Decatur, Ill.

**Not all music warrants resonance**, G-E feels, the company supplies a variable control which turns to sup-

ply a desired range of reverberation effect and also pops in and out to cut out reverb entirely.

**"Record Saver" is also heavily featured** on all consoles and two portables. It's a vertical 8-inch cushioned slot in the cabinet frame into which the edge of a record is inserted as it is slid out of its album cover. The record stands firm as the album is put aside. The listener then picks up the record by its edges and places it on the changer. G-E feels the feature keeps fingers off the surface of a record—cutting a major cause of record damage.

The Electra City show is open to the public through Sept. 18.

## Sylvania Is Reflection-Free Throughout Whole TV Line

And effective Sept. 16, announced Peter J. Grant, president of Sylvania Home Electronics Corp., Sylvania will:

- Have ceased production on all 17-inch portables (including Dual-ettes), 21-inch tables and consoles.
- Be the first to introduce 19-inch portables with reflection-free bonded picture tubes.
- Be the first to go reflection-free across the board.
- Start shipping a unique two-piece stereo console to compete with one-piece TV-stereo combos.

**Reflection-free tubes**, Grant announced today, "are especially desirable on portables, because they are constantly moved about in the house and out-of-doors under all kinds of lighting conditions." The two reflection-free 19-inch portables are listed at \$199 in four colors, and \$219 in four vinyl finishes.

**A new modular design stereo console** with provision for optional AM-FM tuner and 19- or 23-inch TV, according to Grant, offers the consumer more flexibility in furniture arrangement than conventional one-piece TV-phono combinations.

For list price of \$259 customers get the master speaker-changer cabinet with a low shelf built on and extending from its side, plus a stereo extension speaker cabinet. The shelf was designed so that the auxiliary cabinet fits snug on it. When the auxiliary cabinet is removed for greater stereo separation, either a 19- or a 23-inch table TV in matching finish can be placed on the shelf for a combo effect.

**Two new six-transistor radios**—battery operated, shirt pocket size—also were introduced today. Both are shock, heat and humidity resistant. Suggested lists: \$26.95, \$29.95.

## THIS WEEK'S COLOR TV

### MONDAY (All Times E.D.T.)

**11 A.M.** (NBC) The Price Is Right (Monday-Friday)

**12:30 P.M.** (NBC) It Could Be You (Monday-Friday)

### WEDNESDAY

**8:30 P.M.** (NBC) The Price Is Right

### FRIDAY

**9:30 P.M.** (NBC) Masquerade Party

**10 P.M.** (NBC) Moment of Fear

### SATURDAY

**10 A.M.** (NBC) Howdy Doody

**10:30 A.M.** (NBC) Ruff & Reddy

**7:30 P.M.** (NBC) Bonanza

### SUNDAY

**7 P.M.** (NBC) Shirley Temple

(First of a new series)

**9 P.M.** (NBC) Chevy Mystery Show

## REGIONAL ROUND-UP:

Looking optimistically to fall, dealers across the country told EM Week they expected cooler weather to liven up appliance sales.

### MIDWEST . . . INDIANAPOLIS—

Appliance dealers here were puzzled at the continuing lack of customer interest. Employment was picking up, but customers refused to respond to dealer enticements—even low prices. One dealer advertising a medium-priced article at slightly above cost exploded: "In a normal year we'd have sold a carload at that price. You tell me."

Some appliance dealers were

trying to get new accounts on the books with small items in order to build good customer relations for later sales of large items. Rhodes-Burford Furniture pulled in 250 new accounts by offering an electric can opener at a reduced price. Planned followup: A heavy mail promotion of its Frigidaire, Hot-point and Maytag lines.

Blon Duke of Art Duke Appliances said he felt classified

ads were the way to pull in customers because people identified a classified ad with a special price.

Dealer H. H. Gregg had another formula: Heavy advertising and a sale that was kept going "all the time." Gregg has no sales leaders and his salesmen don't make house calls, "but our sales are ahead of last year," a spokesman said. Color TV was moving, but no trade-

ins are in sight at the present.

### SOUTHWEST . . . LITTLE ROCK—

Air conditioners were best sellers—after the weather took a turn for the better. A spokesman for Covey Appliance and Furniture Co., in the outskirts of town, said competitive prices appeared to have triggered banner air conditioner sales throughout Central Arkansas.

At STANCO Furniture Store downtown, a company official said customers had been concentrating on smaller appliances; but now the big ticket items, notably washers and ranges, were beginning to move.

George Hufsmith of 555, Inc., a distributor, said air conditioners and electronic goods—particularly portable transistor radios—were the big sellers, while white goods were off.

### SOUTH . . . NEW ORLEANS—

The appliance trade struggled its way through a slow and troubled August, but dealers were looking hopefully toward a fall buying splurge. Cooler weather, they believed, would lift spirits and loosen cash. It had to. August sales were from 10-15% off, compared with 1959.

Customers had their problems. Many of them were holding onto their cash with an eye to putting their children into private schools should federal courts force integration of public schools. The courts have granted a 10-week delay of the integration order. This dealers hoped, might shake loose savings, a portion of which might go for appliances.

Air conditioners were the one bright spot of the month. In the extremely hot weather of August, they held their level of 1959. But they didn't do as well as expected.

White goods moved sluggishly, with ranges the slowest.

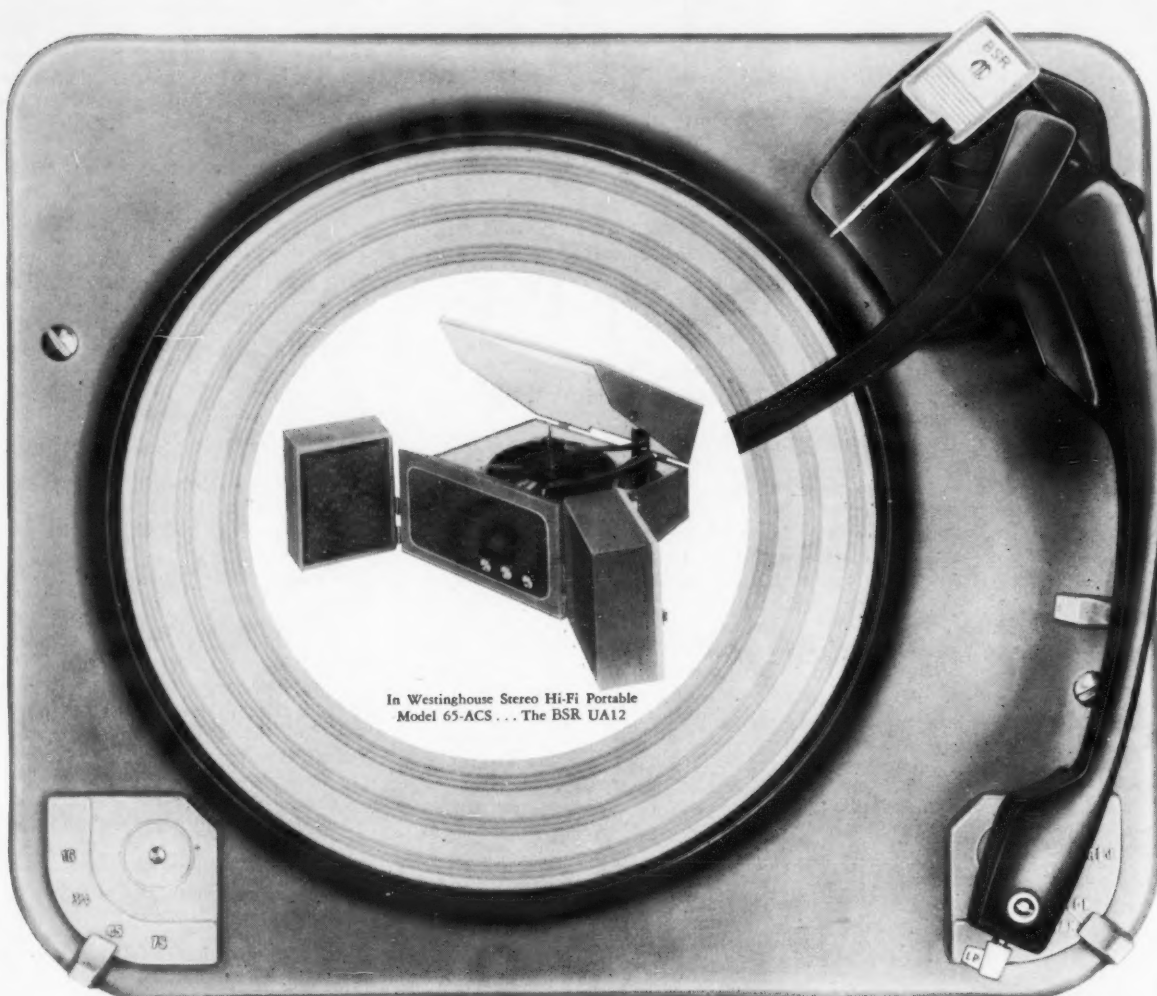
Dealers while claiming fair business in TV, also said they hoped the new fall programs would bring on a demand for more sets.

### WEST COAST . . . SACRAMENTO

"The small appliance dealers are hurting bad," said Harry O'Laughlin, promotion man for the Sacramento Valley Electric League, in describing the last six weeks of business. "Either they have to move or die." As a result, O'Laughlin went on, dealers are advertising more and are trying other ways to get business.

Some dealers confirmed O'Laughlin's appraisal. One said the late summer weeks were the quietest ever experienced.

But there were signs of a brighter picture for fall. An "Electric wonderland" display at the state fair attracted thousands of spectators and their interest was expected to extend to buying.



In Westinghouse Stereo Hi-Fi Portable  
Model 65-ACS . . . The BSR UA12

BUILT INTO NEW WESTINGHOUSE STEREO HI-FI . . .

## BETTER SOUND REPRODUCTION

BSR . . . Britain's finest, world's favorite automatic record changer . . . is winning new prestige and profits for Westinghouse dealers! BSR changers are uniquely capable! Proved "jamproof" by 550,000 consecutive record-changing cycles and by continuous brilliant performance in over 25,000,000 hi-fi homes! BSR 4-speed automatic changers will play all stereo and monophonic



records with full fidelity . . . play all record sizes of the same speed intermixed . . . play in all climates with no rust or humidity problems! Look for dependable BSR in leading lines . . . Westinghouse, Olympic, Emerson, Arvin, Trav-Ler, many more. "Presold" by BSR advertising in Life, Look, Post, Living, House Beautiful, House & Garden, This Week, New York Times Magazine!



In EMERSON Stereo Hi-Fi Portable  
Model 937 . . . The BSR UA14



In OLYMPIC Stereo-TV-Radio  
Combination Model KC366 . . . The BSR UA14



In ARVIN Stereo Hi-Fi Portable  
Model 80P78 . . . The BSR UA14



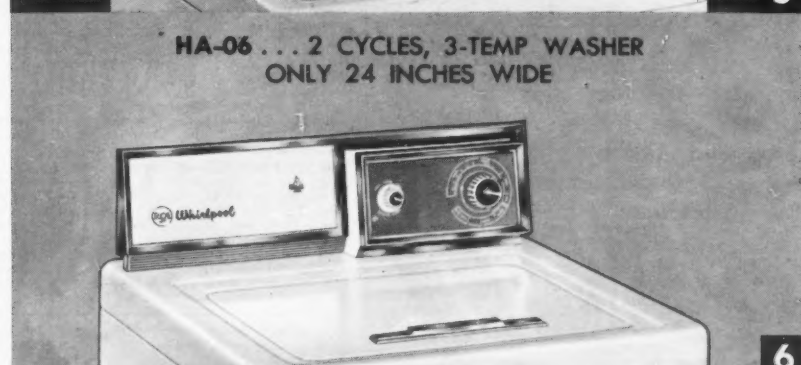
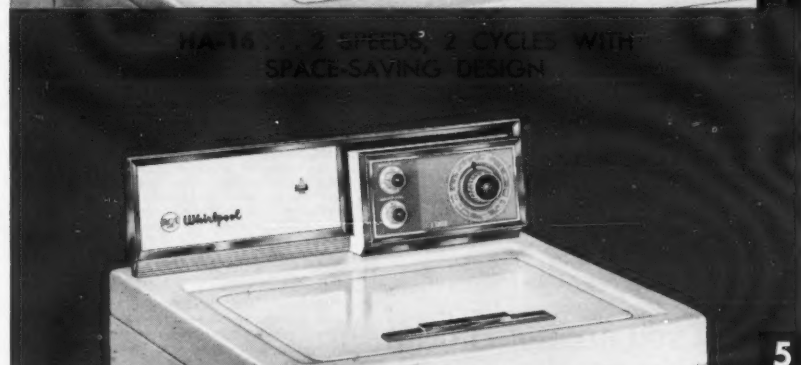
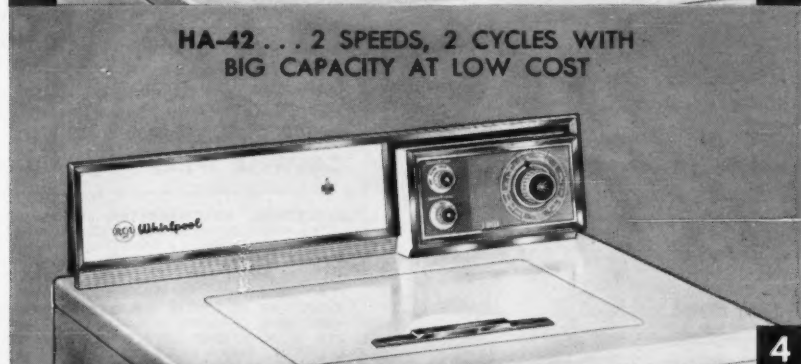
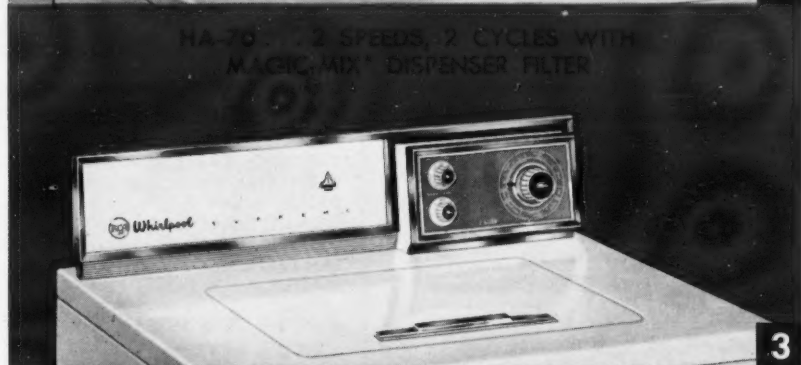
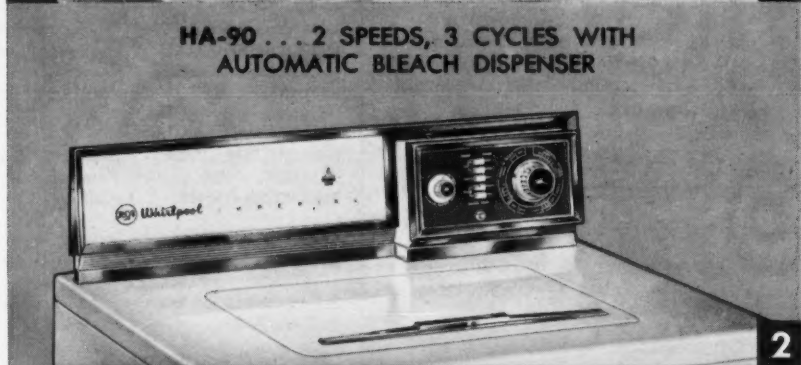
In TRAV-LER Stereo Hi-Fi Console  
Model 1120M . . . The BSR UA8

MANUFACTURED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LIMITED

DISTRIBUTED IN U.S. BY **BSR (USA) LIMITED** COLLEGE POINT 56, L. I., N. Y.

In Canada: Musimart Limited, 901 Bleury St., Montreal





# TOP TO BOTTOM... STRONGER THAN EVER

*New RCA WHIRLPOOL  
washers give you  
a powerful  
STEP-UP STORY  
for more profit!*



Here they are . . . the new RCA WHIRLPOOL 1961 line of automatic washers. It's the strongest line in Whirlpool history! It's a complete line, offering step-up factors planned to increase your dollar volume. There's a feature-packed model to fit every budget. Be sure to get the full story of this amazing new washer line from your RCA WHIRLPOOL distributor and get the details of the merchandising program supporting it, too.



It's fabulous . . . it's expense-free  
for RCA WHIRLPOOL dealers

**PYT: '61**

Ask your distributor how you  
can pick your vacation.

\*Tmk.



Join up! . . . it's easier to sell RCA WHIRLPOOL  
than sell against it!



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

# Johnson's Drops Polishers

... but the wax manufacturer will be in the polishing business in a bigger way than ever —will work with everybody to promote electric floor care

"We'll join manufacturers in promotional campaigns, write educational material, consult with manufacturers and their salesmen and even make our services available to dealers," said R. E. Dobson, product manager at S. C. Johnson, Inc.

This marks a complete reversal in Johnson's campaign to sell floor polishes. The company first got into the floor polisher business in 1925 when it sold polishers to hardware

and grocery stores for rental use. When the decision was made to enter the retail appliance field in 1954, the company plunged into the promotional and advertising fight with gusto. The single brush Johnson waxer was promoted in radio, TV, newspaper, and national and trade magazines as the best kind of floor polishing machine because "more weight per square inch is distributed over a single polishing brush."

But in 1958, when just about everyone had entered the floor polisher field including G-E and Sunbeam—the last major holdouts—Johnson's decided that it had done what it had set out to do. "We had popularized the floor polisher and

decided that it was time to quietly bow out of the picture," said Dobson.

For the past year, the company has been quietly fulfilling its commitments and disposing of its polisher inventory. Except for about 100 machines scattered around in 29 warehouses, Johnson's is out of the polisher business except for one model that it will continue to sell for rental purposes. "We're going to be big in the rental field with supermarkets and chains being our prime targets," concluded Dobson.

Odds are that the new rental model will be a single brush polisher. "We still think that the single brush polisher does the best job, but any electric polisher is better than none at all," said a company official.

## ELECTRICAL MERCHANDISING WEEK

VOL. 92 NO. 37

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NUMBER 42 IN A SERIES OF WEEKLY GIBSON MESSAGES TO ALL APPLIANCE DEALERS

# GIBSON JET FLIGHT #14 BOSTON TO HAWAII

TODAY, THE FOURTEENTH DAILY  
GIBSON PAN AM JET CHARTER  
DEPARTS BOSTON FOR HAWAII...  
48 MORE TO GO!

This is all part of the *Wonderful World of Gibson*...and if you are not Hawaii bound this fall, watch for your Gibson Distributor's Open House in October. Next year's trip is already planned for you—and it's one you'll promise yourself not to miss!

Move miles ahead in the  
*Wonderful World of...*

# Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

CASWELL SPEARE PUBLISHER

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## A STATEMENT TO GENERAL ELECTRIC RETAILERS AS WE INTRODUCE OUR STEREO CONSOLES:

Many times in the last two years, you have asked—"Why doesn't General Electric give us a line of stereo consoles?"

It is a fact that we have waited to enter this important industry. The reason lies in General Electric's basic marketing philosophy: *to enter a new market only when its new products can bring a basic improvement in value to the consumer.*

Only in this way can we fulfill what you—and your customers—expect of a product with the "General Electric" monogram on it.

The new 1961 line of General Electric high fidelity stereo consoles keeps faith with this philosophy, to the fullest. You will sell these new products with pride, and with the knowledge that your customer is getting the finest possible value for the money he spends with you. In this important new line, you will find—

**1. Quality of performance**—The young stereo and high-fidelity industry already has a quality reputation. General Electric engineers have drawn upon years of experience in precision components to design music reproduction instruments with absolute integrity of performance. They meet the most exacting standards of the discriminating listener. Such instruments can only add to the stature of this growing industry.

Amplifiers range in music power from 12 to 100 watts. Woofers, tweeters and mid-range speakers are electronically "matched" to the individual model's power chassis. Record changers are custom designed to General Electric's high specifications. Cabinets are impressively styled—unobtrusive, tasteful, harmoniously suited to the many variations in home decor.

**2. Exclusive features**—Two General Electric exclusives give your salesmen the kind of competitive demonstration that "closes" sales.

Both of them contribute importantly to distortion-free sound and record life. The *Vacu-Magic Cleaner* vacuums up every speck of dust from records as they play. The *Record Saver* permits the customer, for the first time, to remove record jackets without touching delicate playing surfaces.

The new reverberation feature . . . in General Electric called "Resonant Stereo" . . . also has its dramatic place in this new line of consoles. Continuously variable, it lets the listener select the precise resonance to suit his taste.

**3. Serviceability**—Your new stereo consoles have undergone every conceivable quality test. We have shipped them across country and back, then to the factory for exhaustive engineering checks. They are as service free as man can make them. When service is required, you'll find they are designed for quick diagnosis of the problem and easy access to each part. Hence, quick servicing and less labor time on calls.

**4. A full line with low inventory requirements**—In a business that combines electronics and furniture, inventory can be a serious problem. This line has been designed to minimize that. It takes a miracle to offer a wide range of performance characteristics in the variety of styles and finishes your customers want—and still keep inventories down.

Yet we believe we have come close to accomplishing the miracle—with seven different "sound systems" in four basic cabinet styles, each in three different finishes. Twenty-one models in all. Your investment can be kept low—and your turnover high.

**5. Advertising to pre-sell your prospect**—The whole country learns all about your new line of 1961 General Electric stereo consoles this September . . . in the *Saturday Evening Post* and *Life Magazine*. In full pages, the advertisements tell the story of the *exclusive features* you offer. And, in the following months, major magazine ads will continue to do the job of pre-selling your prospects. Also, ample funds are available to you on a cooperative basis, for local advertising to build floor traffic in your store.

**6. A long-range business for you**—A modern factory—located on 27 acres in Decatur, Illinois—is now in full-scale production. It is *exclusively dedicated* to engineering, manufacturing and marketing audio products for General Electric retailers and their customers. You can expect it to provide much of the exciting news in this industry, *every year*, for years to come.

This is a solid, long-range business—and we think you will want to share in it with us. So phone or see your distributor of General Electric major appliances soon.

We will be proud to be your partners in a bright and prosperous future.

Audio Products Section  
General Electric Company, Decatur, Illinois

NOW, PLEASE TURN THE PAGE ▸



*Close sales with these dramatic  
exclusive features—*

#### **VACU-MAGIC CLEANER:**

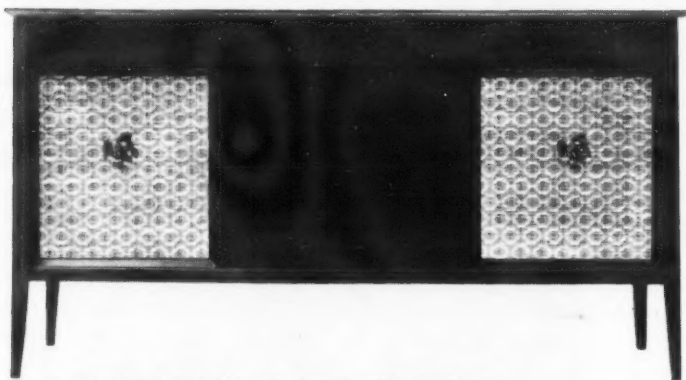
It's a little brush and vacuum nozzle mounted on the tone arm. It actually sweeps loose, and vacuums up, the dust in record grooves as the record plays. *Use this demonstration:* Ask your prospect to sprinkle cigarette ashes on the record. Let him watch as the ashes disappear.

#### **THE RECORD SAVER:**

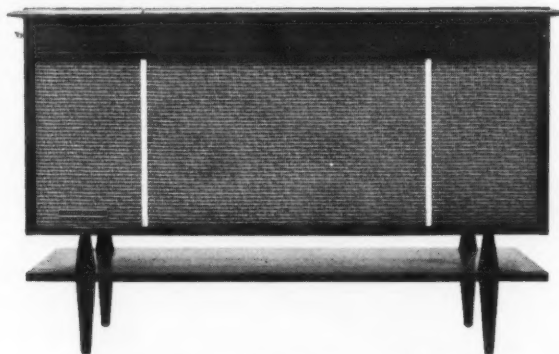
Now you can remove record jackets without touching the playing surfaces of records. *Use this demonstration:* Ask your prospect to remove a record and put it on the turntable, without touching the grooves. When he can't do this, explain how oily finger smudges cut down on record life — then show him how to avoid this with the Record Saver.

## **PRESENTING! GENERAL ELECTRIC'S FIRST FULL LINE OF STEREO CONSOLES**

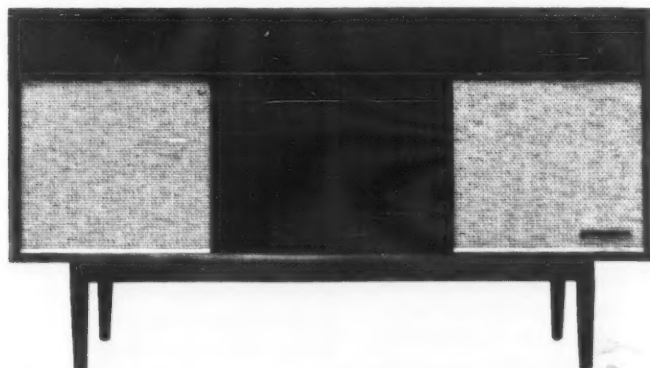
*With dramatic new "RESONANT STEREO." With exclusive easy-to-demonstrate features and a dramatic quality of sound developed by General Electric engineers with years of experience in building General Electric hi-fi components. In handcrafted all-wood cabinets styled for beauty, designed to sell.*



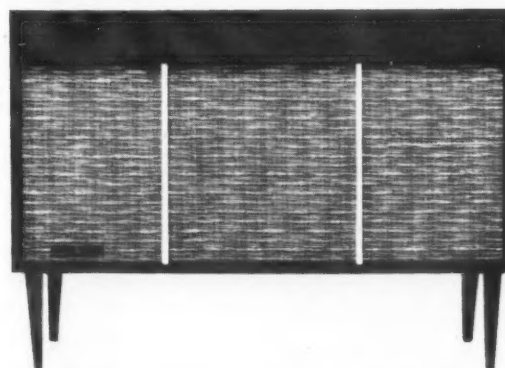
**THE MOUNT VERNON**—In hand-rubbed cherry, walnut and antique mahogany veneers. 100 watts music power, 6 speaker sound system, Simulcast AM/FM tuner. Professional-type turntable.



**THE SHOREHAM**—Hand-worked cabinets of walnut, mahogany or maple wood veneers in handsome contemporary styling. 12 watts music power, coaxial multi-speaker sound system, optional AM/FM tuner.



**THE CANTERBURY**—Rich, oil-finish mahogany, walnut, and cherry hardwood veneer cabinets. 60 watts music power, optional Simulcast AM/FM tuner. 6 speaker dual channel sound system.

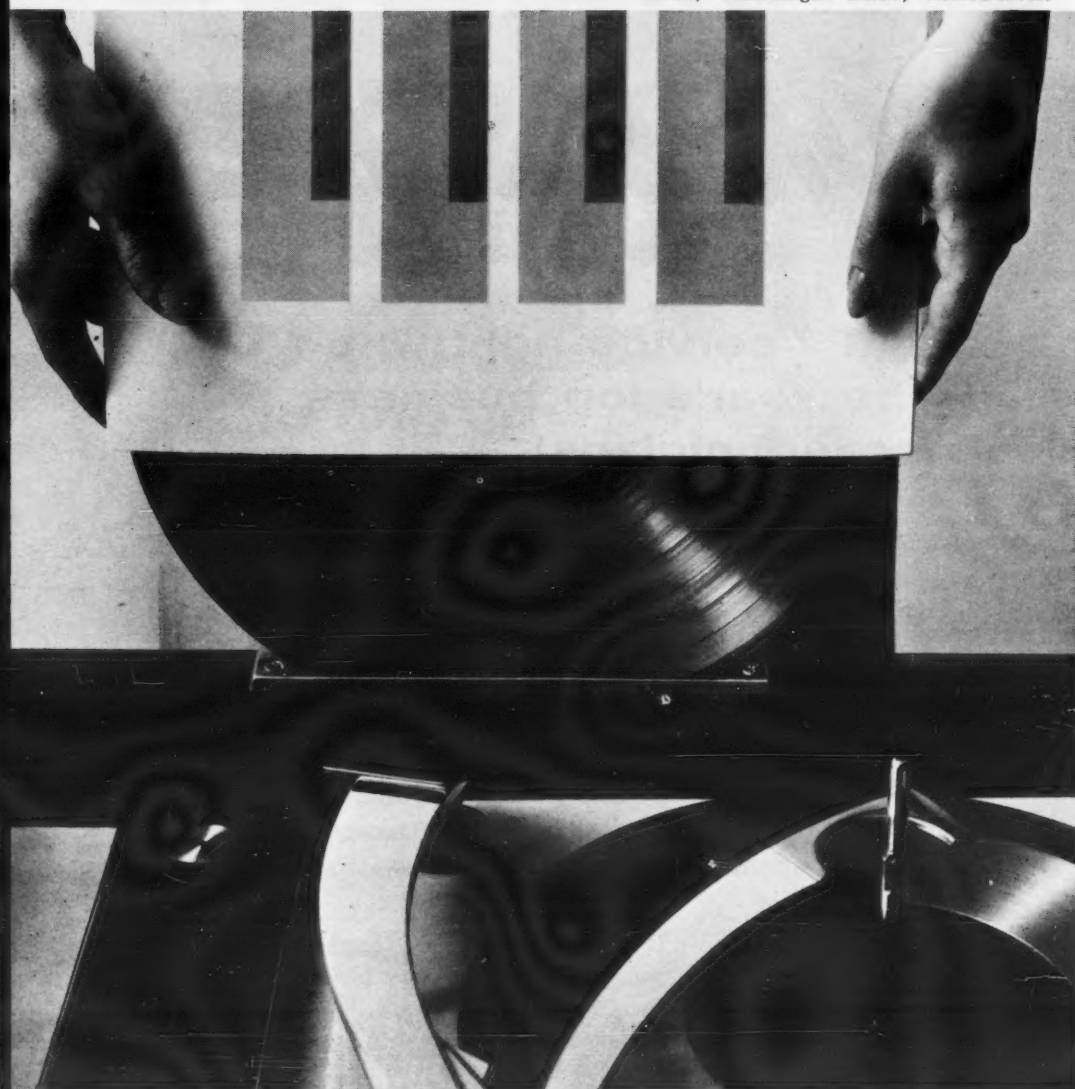


**THE DEVONSHIRE**—In genuine hand-rubbed maple, mahogany or walnut veneers. 12 watts music power, four powerful speakers, optional AM/FM tuner.





Above, "Vacu-magic." Below, "Record-saver."



*More value features  
for your customers...  
sales features for you*

#### **resonant sound:**

General Electric's version of the reverberation discovery is unique in many ways. The control gives an infinite variation in the degree of resonance—not just fixed settings. And the setting can remain unchanged even when you turn off the control.

#### **100 watts music power:**

There's power here to shake the rafters. From 12 to 100 watts music power, General Electric has a power-full competitive story at every price level.

#### **custom turntable:**

"Custom" is more than just a word here. General Electric's turntables are heavy-duty, vibration-free. And the custom tone arm has the same solid excellence.

#### **accessible controls:**

The upper "lip" of the front goes up with the lid, leaving the deck completely flush. The controls are right on top, not down in a "well." And the lid is counter-balanced to stay where you want it.

#### **integrated speaker system:**

The General Electric speaker system is designed not just for numbers, but for acoustical excellence. It has specially designed coaxial speakers and coil and condenser cross-over networks—a component feature exclusive in General Electric consoles.

#### **expanded stereo:**

Optional satellite speakers extend the "panorama" of sound to the widest possible dimensions. They heighten the "you-are-there" effect of stereo and provide you with a dramatic sales demonstration.

#### **all wood cabinets:**

There's more here than beauty. True wood all around (no plywood sides, for instance) prevents "spurious resonances" and feedback. An important *sound* feature.

#### **hand-rubbed woods:**

Nothing else gives wood depth and richness like long, slow, painstaking hand-rubbing with oil. It's an expensive process, but superb woods deserve such treatment.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

Audio Products Section, Decatur, Ill.



# YOU WILL SCORE G-E WORLD SERIES

**Spotlights you for quality TV service right when demand hits its peak! The year's top business, profit-builder for technicians!**

All 55 million TV owners will want their sets to be in first-class condition when the umpire calls "Play ball!" The neighborhood technician whom owners know best will be the one to benefit. Don't miss this profit opportunity! General Electric is going all-out to help you—by telling World Series fans whom to call, where to go for fast, reliable TV check-up. *To the technician who installs G-E tubes! He's the best! And just around the corner!*

Long before the first day's pitchers have been named, G-E displays and promotions will be pulling customers into your shop. Once play starts, fans in most large cities will receive frequent radio reminders that you are ready to serve them fast and well. Go World Series with General Electric! Get ready for a B-I-G two weeks of business! See your G-E tube distributor! *Distributor Sales, Electronic Components Div., General Electric Company, Owensboro, Ky.*







# ***IN EVERY INNING WITH PROGRAM!***

**GO WORLD SERIES  
to ring up  
service dollars!**

Timely, high-impact display items like these will draw more customers to your shop, pay off in stepped-up income. General Electric has ready for you many other World Series displays, advertising helps, and novelties, all new and exciting. See them today at your General Electric tube distributor's!



*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

311-403

## LETTERS

EM Week welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

### 'Crying Out Loud'

EDITOR, EM WEEK:

What a bunch of cry-babies!

I just finished reading your article, "The Dealers Talk Back," in Aug. 22, 1960, issue of EM Week.

The Southerner who was quoted as having said, "if no one else is going to help us, we'd better start helping ourselves," has the right idea.

Many dealers (not only appliance

dealers) have to be led by the nose through every promotion they undertake. It's understood that part of a distributor salesman's job is to advise the dealer, but for crying out loud, doesn't the dealer have any initiative of his own?

If a man is in business for himself, he should be a self-starter. If he has to have someone tell him every day what he is supposed to do to move his merchandise, he should close up and work for someone else.

Harry Price of Norfolk, Va., says, "Nobody can get us out of this valley of despair except our own personal performance and our own personal dedication." I agree with him.

Some dealers are always trying to throw the blame on manufacturers and distributors. Well, each has a

business to run, and I am sure that both run their businesses with the dealer and the consumer as their prime considerations.

It seems manufacturers and distributors have to sit back and accept all the barbs disgruntled dealers throw at them. If they answer in the same angry tone, they'll probably lose favor with some dealers.

Dealer Chiarelli complains in your article about a franchise not meaning as much as it should. I don't think any dealer who if franchised for more than one major line (TV and air conditioners included) has room to kick about the inadequacies of a franchise.

Again—cheers to the Southerner. "We'd better start helping ourselves."

A DEALER  
ST. LOUIS, MO.

## Training Repairmen

EDITOR, EM WEEK:

You recently published a letter from John Murray, Eastern Appliance Sales & Service, Haverhill, Mass. He asked for information on schools for repairmen—especially small appliances.

What did you tell him?

JOHN A. DEFREES  
TRIANGLE APPLIANCE  
SERVICE  
DURHAMVILLE, N.Y.

We suggest that anyone looking for help in training appliance servicemen turn first to two trade associations: Appliance Parts Jobbers Association, 215 N.W. Park Avenue, Portland 9, Oregon, and National Appliance Service Association, P.O. Box 73, Station M., Cincinnati 27, Ohio. For a correspondence school course we know of the Christy Trade Schools, 3214 W. Lawrence, Chicago, Ill. Finally, we recommend two very good books written by EM Week's own service expert, Percy Brockwell, and published by McGraw-Hill Publishing Co. They are "Major Appliance Service" (\$5.95) and "Small Appliance Service" (\$4.50).

## EM Week Erred

EDITOR, EM WEEK:

In your "Regional Round-Up" of Aug. 22 you said that first six months' sales figures from our store bore out Nashville dealers' opinions that business hadn't measured up to last year.

Quite to the contrary, as you can see from the enclosed figures comparing our sales this year with last year.

BILL HALL  
NASHVILLE ELECTRIC  
SERVICE  
NASHVILLE, TENN.

You are absolutely right, Mr. Hall. All Nashville Electric's sales figures (except for refrigerators) in the first six months of 1960 were above sales for the same period last year. Our correspondent read your figures wrong. Please accept our apology.

## Sears Sounds Familiar Complaint

"Sales of home furnishings and appliances did not measure up to expectations."

The words had a familiar ring—plenty of dealers had been repeating them since early 1960—but this time they came from mighty Sears, Roebuck & Co.

President Crowds Baker and Board Chairman Charles Kellstadt blamed flabby appliance sales—and the generally soft economy—for a \$4 million dip in Sears' first-half earnings. In the same period, Sears' net sales hit a record \$1.9 billion, up nearly \$64 million over the old 1959 figure.

"Profits were affected," said Baker and Kellstadt, "by the increased cost of doing business and by the reduction of gross margins necessitated by the company's desire to maintain favorable price comparisons."

And, like any appliance dealer, the pair saw "sales of seasonal merchandise retarded by the adverse weather . . ."

## NAUTILUS puts you in the AIR PURIFIER business with this introductory offer!

You'll sell the wonderful new NAUTILUS AIR PURIFIER fast with this display rack! Use it on your floor or counter . . . it's FREE with your order of just 6 units!

YOU ALSO GET THESE HARD-WORKING SALES HELPS FREE WITH YOUR 6-UNIT ORDER!

FREE SUPPLY OF CONSUMER FOLDERS • 4-COLOR CATALOG SHEETS • NEWSPAPER AD MATS • RADIO SPOT ANNOUNCEMENTS

NAUTILUS AIR PURIFIER cleans smoky, stale air . . . as no other portable can!

It's the only unit with 5 filters to trap dust, pollen, lint, odors and smoke! Pulls bad air in through all 4 sides. Scrubs air clean, first with a germicidal ScottFoam® filter—then with 4 Activated Charcoal filters containing 2 pounds of the same air-purifying material used on the atomic sub Nautilus. Adds no perfumes or potentially dangerous ozone to "mask" foul air . . . constantly recirculates pure air.

GET IN BUSINESS—PLACE YOUR 6-UNIT ORDER TODAY!

\*T.M. Patent Pending



Major Industries, Inc., 505 N. La Salle St., Chicago 10, Ill.

YES! Send me full information and prices on your new NAUTILUS AIR PURIFIER

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ADVERTISED IN  
**LIFE**

EM-9



## Local Ethics Codes Seek Improvement Of Standards

**Federal Trade Commission Chairman Earl Kintner has sounded the warning in many speeches before appliance-TV groups**

"Raise your standards or face legislation," he recently told NARDA's Institute of Management in Washington. "The greatest job remains to be done at the grassroots level, that answer is self-regulation."

To dealers, that sounded like a high-level plug for local codes of ethics.

It sounded more like one a moment later when Kintner pointed to AHLMA's new ad practices code as "the type of thing we'd like to see the rest of the industry adopt."

**Dealer codes aren't new.** There are plenty around now, and more are being written.

Yet, not everyone has one and not everyone wants one. There's a good deal of skepticism on whether they can be made to work at all. Even Better Business Bureaus—leaders in almost every drive for dealer codes—admit sadly, "codes by themselves are no answer."

And there has been no stampede by dealers to follow the example AHLMA set in drafting its own guides against deceptive advertising.

**Codes usually are drafted**—a BBB official explained—only when specific local conditions galvanize dealers into action.

In Albany, N. Y., for instance, the 40-member Capital Area Appliance Dealers Assn. was formed to battle unethical dealers and backdoor selling by distributors. "We are out to clean house," said Albany dealer John McDonnell, assn. secretary.

In its code—although the group doesn't actually refer to its program

as a code—the association says it is out to:

- Eliminate fraudulent and misleading advertising.
- Force dealers to comply with warranties.
- Support the "displaying dealer" against the backdoor seller.

**More specific are the codes** drafted last March by Wichita, Kan., dealers in cooperation with the BBB.

One code covers "standards for advertising and selling television, stereo-hi-fi and radio;" the other with "standards for advertising and

selling room air conditioners."

Both codes are precisely worded and cover more ground than either the FTC or AHLMA guides. Sections of the TV-radio code deal with trial offers, size of picture tube, description of woods, color reception and, finally, "knocking" ("advertising referring disparagingly to competitors or their products shall not be used.")

**Service industry codes** are more widespread—and often more strongly worded—than dealer codes. TESA (Television and Electronics Service Assn.), in conjunction with the Chicago Better Business Bureau drew up a standard service industry code a few years back. It's been widely copied by other members of the National Alliance of Television and Electronics Service Assns.

These service codes (the TV Service Industry of Arizona adopted its code of ethics and standards on Aug. 21) define "factory-authorized," bar the mention of price or free service in advertising, etc.

The Arizona code sets up 13 general rules covering, among other areas, "bait" and price advertising, "free" service, exaggerated claims, gifts and premiums.

**Basic to most codes** are the FTC guides and the Better Business Bureau Association's guide for retail advertising and selling.

Local Better Business Bureaus usually draft the codes in cooperation with dealer service groups.

"The code must first have the underlying support of dealers. Then, it must have the support of local advertising media," the BBB says.

## Prizes for Salesmen In West Coast Contest

A kitty with a \$4,125 value tag has been put on the table for those salesmen and dealers in Northern California who want to play "See What's Happened to TV" game with their customers during September.

The rules set down by the sponsoring Northern California Electric Bureau reward some of the players for just joining the game—100 \$10 cash prizes to the first salesmen who enter the contest and qualify by selling four TV sets to customers of co-sponsor Pacific Gas & Electric.

Awaiting the salesmen and dealers who do more than ante, the September promotion offers \$3,125 worth of Polaroid #800 camera sets and the big pot—a "glorious, care-free 7-day-trip-for-two to Hawaii by jet."

Dealers and salesmen will key sales talks, advertising and in-store display to the theme "See What's Happened to TV." And what has happened, they will point out, is "the new squared look—23 inch instead of 21 inch—wider; sharper, clearer pictures."



**BLACKSTONE** has the top-of-the-line automatic washer that's different ✓

**First off**—Your prospect has her choice of either a white enamel or a lifetime stainless steel top.

**Secondly**—Blackstone's best has a simple-to-use "Wash-and-Wear" cycle that really works. And it works perfectly every time because it's a "locked-in" cycle with everything pre-set. Water temperature, washing speed, rinse temperature and spin speed were worked out with America's leading fabric manufacturers. Once the control knob is turned to "Wash-and-Wear" all other controls become inoperative and these fabrics come out laundered perfectly every time.

**Two other cycles** are available—one for regular fabrics and one for delicates. Both offer the housewife complete flexibility. See the top model that's different—it's simple to use, simple to sell and simple to service—the Blackstone WAC-75.

**Blackstone**  
America's Fastest Growing Laundry Line

Blackstone Corporation, 1111 Allen Street, Jamestown, N. Y.

## AFTER THE CLINICS ARE OVER . . . Whirlpool Makes Sure Dealers Do Their Homework

Twice-monthly bulletins from RCA dealer development headquarters are packed with practical charts and instructions on better business management for Victor and Whirlpool dealers

"The future of the manufacturer and distributor, in fact the entire industry, rests upon successful dealer stores. Our desire is to keep dealers informed of the latest ideas in business management and to help them keep abreast of the changes in the appliance and television industry."

That's how J. F. Ogden, general manager of dealer development for Whirlpool, explained to EM Week the reason behind the twice-monthly Whirlpool-Victor business management bulletins.

Each short to-the-point guide directly attacks and solves one par-

ticular problem which any dealer might encounter. For dealers who were lucky enough to attend Whirlpool's first series of profit management clinics (EM week, April 18), the bulletins are homework—practical reminders of what they learned about better store management. The distributors—81 of them—are relied upon to deal out the bulletins mailed out on the 1st and 15th of every month directly from Whirlpool's home office in St. Joseph, Mich.

One recent bulletin, for instance, answers the question "How do you make sure each employee knows his specific responsibilities?" This bulletin points out that if definite responsibilities are not assigned, confusion often results and the work remains undone. Dealers are then told step-by-step how to prepare a professional job description listing all duties, and the amount of time to be spent on them, for each person in the store.

Other better business bulletins explain in detail how to staff a service department to attain maximum efficiency at minimum cost, how to set up an aggressive and profitable salesman's compensation plan and how to use financial statements to analyze business methods and stop profit leaks.

Each and every bulletin is a result of a continuing search by Whirlpool for new but sound retail business methods. Whirlpool has consulted a wealth of expert sources all over the country, including articles published in EM Week.

The management bulletins are just one part of a five-point program aimed at developing a core of successful and knowledgeable RCA Victor and Whirlpool dealers. While most successful dealers learned good management in the school of hard knocks, many Whirlpool and Victor dealers now have the opportunity to learn in a much less costly way.

Each of the five points in the retail profit management program offers RCA dealers a strong tool to pry more profits out of today's tough competitive retail situation.

- Tool No. 1. is a 270 page retail profit management manual indexed to give quick access to all phases of expert profit building.
- Tool No. 2. is a series of three-day seminars for distributors and dealers held locally by fireball teams from dealer development headquarters in St. Joseph, Mich.
- Tool No. 3. is a movie of a pilot seminar available from Victor and Whirlpool distributors.
- Tool No. 4. is the series of twice-monthly management bulletins.
- Tool No. 5. is a complete business analysis prepared with the help of a RCA distributor upon the request of an individual dealer.

All of these tools add up to what the financial editor of a West Coast newspaper called "a comprehensive program which is by far the finest we have seen in our small business experience."

The key to the whole program is efficiency; most of the bulletins deal with methods for improving efficiency. But on the other hand, Whirlpool has not overlooked sales volume. The manual as well as the bulletins are crammed with ways and means to boost sales across the board.

And just in case a dealer goes way over the top with Whirlpool's help, one part of the program tells how to open and operate a branch store.

A Frigidaire dealer talks about his franchise . . .



Early-rising San Antonians are used to the sight of Jack Morse beginning his daily routine with a five-mile horseback ride. As executive vice-president of Joskes of Texas, Jack speaks from 25 years' experience with Frigidaire products . . .

## "Frigidaire earns extra good will for us!"

*"Frigidaire quality makes friends, and keeps customers, for Joskes! Through the years we've learned there are certain things we can always count on from Frigidaire. Quality is one. Valuable promotional help, with the full cooperation of our distributor, is another."*

You may agree with Jack Morse that it's consistent performance that really counts. Makes a dealer's own position secure. Frigidaire dealers always expect quality, cooperation, responsibility from Frigidaire for one very simple reason: they've always gotten them.



**FRIGIDAIRE**  
DIVISION OF GENERAL MOTORS





THE NEW IDEA LINE

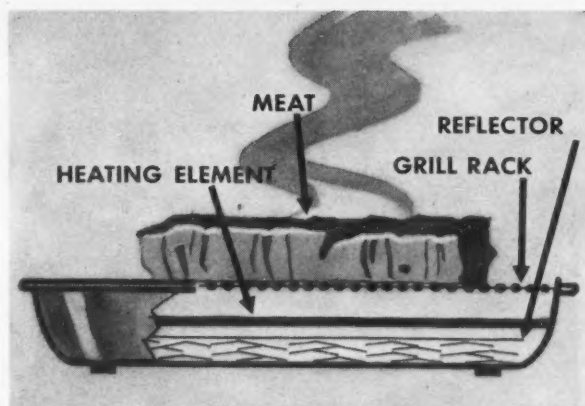


## New General Electric Portable Grill gives meats that real outdoor flavor!

Another "New-Idea" Appliance from General Electric! No muss, no fuss, no bother, no guesswork. Just the taste and fun of real outdoor charcoal cooking. General Electric's new Portable Grill provides infra-red heat for perfect grilling—indoors and outdoors—of steak, chicken, hamburgers, franks and what-have-you. Windshield hood guards against spatter. Handy "Keep-Warm" area for rolls and cooked foods. Priced low to sell fast! See your General Electric distributor for details. General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



Special design puts meat closer to the infra-red heating element. Takes the guesswork out of broiling and delivers every ounce of outdoor broiling flavor.



## Daniel Dentler Declares: 'There's \$\$\$ In Used TV'

**Selection is the key in selling used TV sets. So say Dentler Bros., Hagerstown, Md., who turn them into \$6,500 a year**

Dentler Bros. display at least 25 sets at all times. And the number can run to 50. Even when the floor display is at a bare minimum, there'll be at least five each of 17- and 21-inch tables and consoles, in varying price ranges.

"And we try to feed rebuilds from stock to keep a wide selection," says Daniel Dentler, who runs the store. Brother Paul is his partner.

The firm will never take a customer to storage, show him a set, and offer to rebuild it on order. Only infrequently will it sell off the bench.

"It's our job to assess the used

market and offer sets the customer will buy," Daniel says. "When we're low on something we need desperately, I'll hustle them through the bench."

**Their price range** is \$20 to \$200. The Dentlers have found that rebuilt jobs priced at \$150 to \$175 sell rapidly. And the \$100 to \$150 range is just as good.

"You need the low-end units for customers who phone in about used sets," says Dentler. "Also for your advertising program. Some sets sell for under \$50 as is. But 75% of our sales are above the \$65 figure."

"And we can make anywhere from \$70 to \$120 over our costs."

**Their pricing practices keep them out of a mousetrap.** Daniel Dentler figures every trade as worthless. He gives each one a quick scrutiny and assessment, marks what has to be done before it is stacked in storage. In 90% of cases involving a trade, sets are salvaged. Once the trade is in the shop he'll calculate its sales potential and cost of rebuilding. And he sells for top dollars on the new sets.

A case in point was a \$330 console sale. The firm made \$100 gross, plus trade—a 21-inch console five years old. Repairs and rebuilding cost \$35. On resale it brought \$140. By holding firm on the new sale, the take was good two ways, \$105 on the TV trade alone.

"And 50% of our transactions are about as healthy," says Dentler.

**What's the average cost of rebuilding a set?** About \$35 to \$40 says partner Daniel, who does the service work. And it's careful work, too.

"You can't dope up a picture tube and expect your reputation to remain intact," he says. "And customers won't buy souped-up re-sales. Not for long."

To keep quality up and cut service time Daniel has developed a fixed rebuilding routine. The chassis is pulled and the dirt is blown out with air pressure. A quick diagnosis of the picture tube determines whether it is to be replaced. Eighty percent of the time it is.

Next a heat test. Checks for bad tubes can be made in about an hour. If they're even slightly bad they're replaced. Other troubles are corrected as found.

Finally, the set goes to the bench for observation. Average running time is two days, and may run to five. Then it plays some more on the floor—under observation.

**The quality message is carried** into their advertising, which keeps the whole program rolling. They feature guaranteed rebuilding (30-day warranty on all sales over \$50, one-year on all picture tubes) and wide selection (\$20 to \$200). All at a cost of \$12 to \$15 a month.

Dentler Bros. does \$20,000 a year in new TV set sales in addition. A good service reputation is a big reason. It radiates into its used set business.

"But you still have to publicize your used set program," says Daniel Dentler, "and without acquiring a reputation of being only a used set dealer."

Dentler Bros. does it by using the classified pages. The local Hagerstown "Herald Mail" and the "Daily Mail," morning and evening papers respectively, serve the purpose. Three-line ads run in each every other day.

## *Spectacular new* **1961 showcase for both** **NHMA** **National Housewares** **Exhibits**

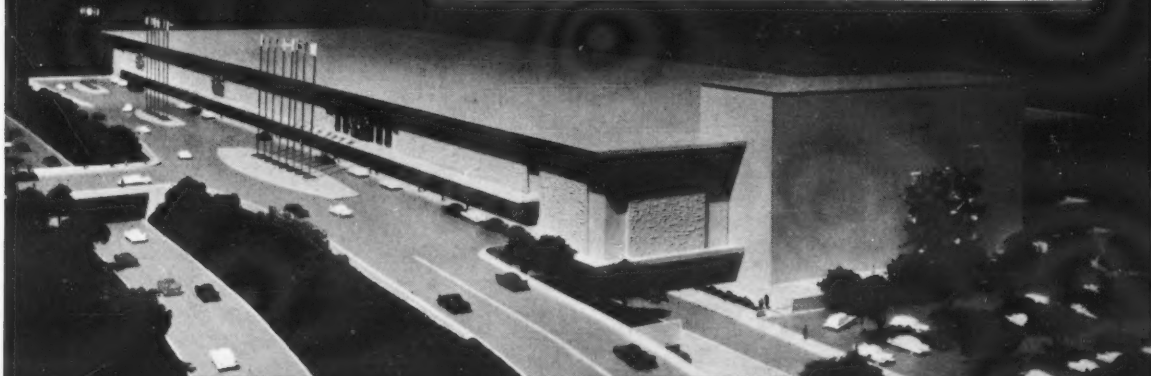
**Your most important**  
**dates in 1961**

**JANUARY 16-20**  
**JULY 10-14**

**Chicago's Magnificent New**  
**Lakefront Exposition Center**  
**(McCormick Place)**

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*twice-a-year*  
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- Completely air-conditioned
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*Model HV-50  
Home Cleaner*



*Model G-60  
Bambi Home Cleaner*



*Model F90-20  
Imperial Mark XII*



*Model F90-10  
Imperial Mark XII*

# IT'S "SALES CLEAN-UP" TIME

with the new RCA WHIRLPOOL home cleaners!



Look! . . . It has  
an electric  
motor-driven  
brush.

From the low priced model HV-50 to the powerful Imperial Mark XII models F90-20 and F90-10, the RCA WHIRLPOOL Home Cleaner line offers you a step-up "sell-ction" to help you "clean up" in any cleaner market. The F90-20 has an electric motor-driven brush that sweeps out the deepest rug soil with vigorous rotary action. And this is in addition to its mighty suction power. It's a complete home cleaning system for and above the floor. Its nozzle glides under low furniture. Its attachments ride along in a concealed compartment. It rolls easily over sills, turns easily in any direction and stores easily and compactly in a small area. Have your distributor give you the full story on the complete line.



**You're a cinch to win in  
the Presidential Parade  
Promotion! It's a landslide  
for RCA WHIRLPOOL dealers!**



Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

*Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!*



A DISTRIBUTOR SALESMAN *says*

## 'Is Crazy Credit Russian Roulette?'

There is a game called "crazy credit" being played by many of the biggest guns in the appliance industry which could lead to some bizarre and unexpected results.

The stakes are high in this game. The competitive fever is contagious. It has a fierce kind of can-you-top-this rivalry about it.

Right now there appears to be a deuces-wild, the sky-is-the-limit streak in the game. Ninety-day floor

plans are routine. Six-month floor plans have lost their novelty. The credit terms seem to be getting wilder and more exotic. Distributors, in particular, goaded on by some manufacturers, seem to be competing in a somewhat frantic way to get the jump on their competition.

Many distributors whom I know wonder at times whether they are

in the appliance business or in the finance business; whether they are selling credit terms or products; whether, without meaning to be, they aren't really in the factoring business, except that they don't get paid for it.

They are also wondering if it is at all possible to beat the "crazy credit" game or whether it is like trying to outsmart a pari-mutual machine at a race track.

What I am most afraid of is the intense nature of the can-you-top-this aspect of the "crazy credit" game. I shudder to think that if it lasts much longer someone may race right up to the summit and proclaim the Himalaya of all gimmicks in the game which only something up—way, way up—in outer space could top.

I am referring to a universal, super deluxe, all-encompassing credit card for appliance dealers. This would, of course, be no ordinary credit card. It would be a kind of Diner's Club Card to end all Diner's Club cards—a GECC, REDISCO and American Express Credit Card all rolled into one.

I tremble at the prospect of such a credit card and how it could be promoted. The proud possessor of such a card could "buy now and pay later" with wild abandon. The appliance world could become his oyster. Everything from Admiral to Zenith could come rolling into his store at the flash of this credit card. Dealer contest trips to Rome, Hawaii and Grossingers could be put on the cuff. There would be one grand wall-to-wall-carpeted buying spree and shortly thereafter, I suspect, one huge coast-to-coast series of bankruptcies.

From where I sit, squeezed in by manufacturers from one side and dealers from the other, "crazy credit" is not an effective medicine to cure the sickness of sagging sales. It seems to be of most benefit to the marginal operator, that dealer who shouldn't be in the business altogether and who only succeeds in making life miserable for the industry as a whole without contributing very much to it.

Under the normal force of competition, this dealer, because of his inefficiencies, would probably go out of business.

However, with a few strong doses of "crazy credit" this marginal operator starts acting like the 96-pound weakling who took the Charles Atlas course.

Inefficiency and failure is being financed. The healthy appliance dealer, unable to understand the newfound fiscal strength of the marginal operator probably ends up telling himself: "You can't argue with failure. In the appliance business, it seems to get phenomenal credit terms."

What then is the purpose of this kind of credit terms? To subsidize inefficiency? To perpetuate marginal operators? To prolong the profit sickness with which some of these operators have infected the appliance business?

If it could be argued that these practices actually increased the total of sales volume, other facts might be considered secondary. But do they? The size of the pie still remains the same only that it is cut up into smaller and smaller pieces with less and less inside the pie-crust.

I am not herewith proposing that credit terms or floor plans be abolished. Few would question their value.

What I am trying to suggest is that there is a point of diminishing returns in wild and exaggerated extension of credit terms which becomes self-defeating and, in a sense, self-destructive. What I am also trying to suggest is that this point is a great deal closer than is realized today.

**ABOUT THE AUTHOR**—The creator of this column is a well-known distributor sales manager who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

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# **SPEED QUEEN BREAKS LOW PRICE BARRIER ON DELUXE QUALITY LAUNDRY EQUIPMENT FOR '61**



When these new 1961 Models were previewed at the recent Speed Queen sales convention, and prices announced, 120 District and Divisional Managers spontaneously sprang to their feet and set a new convention record for thunderous applause. These competition-hardened salesmen sensed what they were getting! They sensed instantly that a new quality-price standard had been introduced in the laundry appliance field . . . without disturbing the favorable profit setup which Speed Queen dealers enjoy. And they sensed right! Speed Queen has combined every ounce of its engineering and manufacturing know-how with the full resources of McGraw-Edison to assure this new 1961 Line a smashing sales reception. The SATURDAY EVENING POST will carry full-page announcements September 24 and October 22. Therefore, today is the best time we can suggest to write, wire or phone for full dealer data.

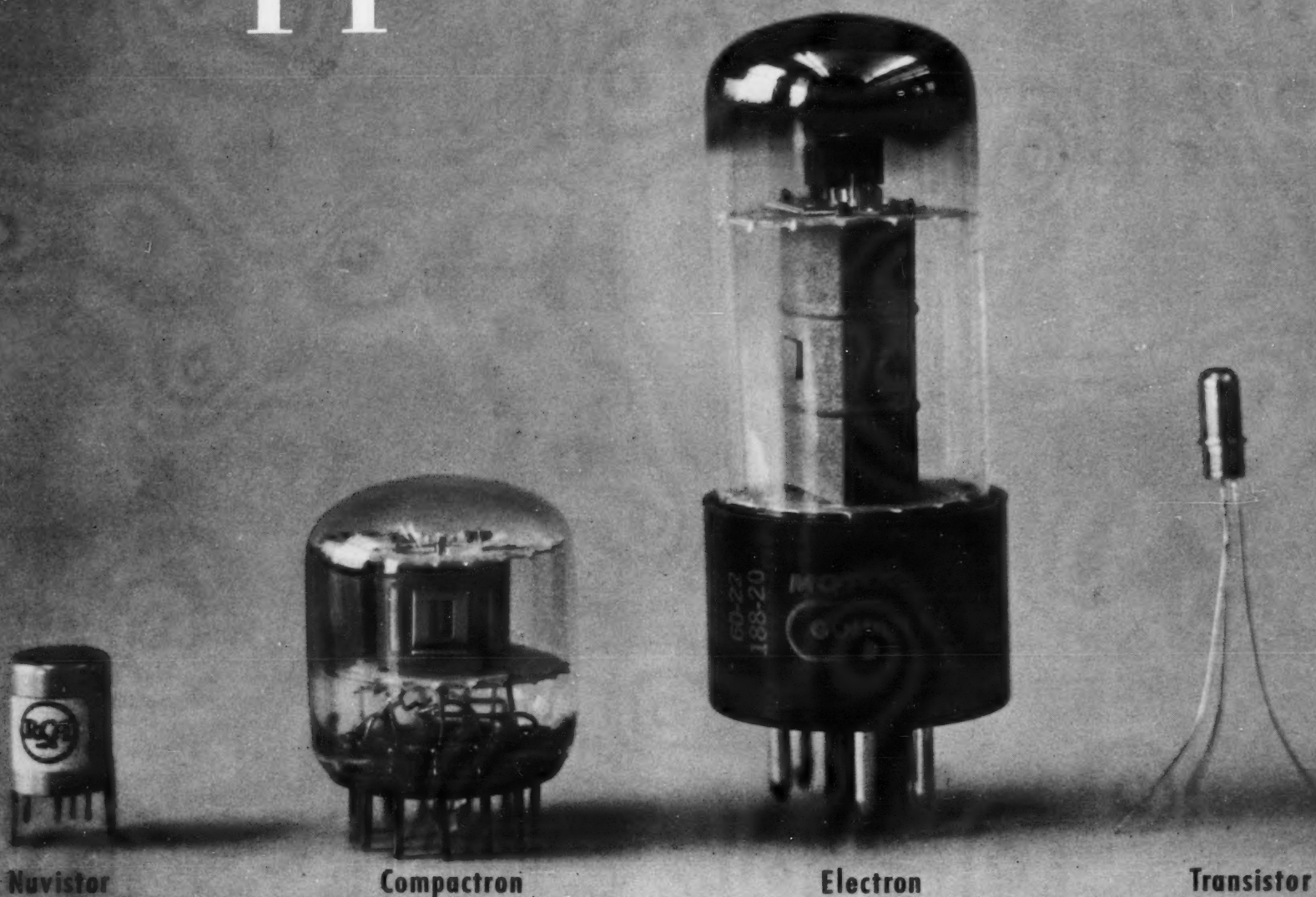


**SPEED QUEEN**

A Division of McGraw-Edison Co., Ripon, Wisconsin

# **SPEED QUEEN**

# Look What's Happened To The



For 53 years now electronics has depended on the vacuum tube. But in recent years some glamorous newcomers have appeared on the scene to challenge the tube's position. It won't be long before you'll be selling products which use all these new devices—so here's a rundown, in everyday language, of just what you should know about tubes, transistors, nuvisitors and compactrons.

By KEN WARNER

## THE ELECTRON TUBE

First, you should understand what the tube (and all the newcomers as well) is designed to do. It is a control device that amplifies quite small electric currents into quite large signals, and these in turn can be used to drive speakers, picture tubes, etc.

The tube has certain advantages.

It is, for example, inherently better able to take high voltages—to say 30,000 volts and commonly used at 2-6,000 volts—than other devices. If you need to step up voltage, you can do it with tubes fairly simply.

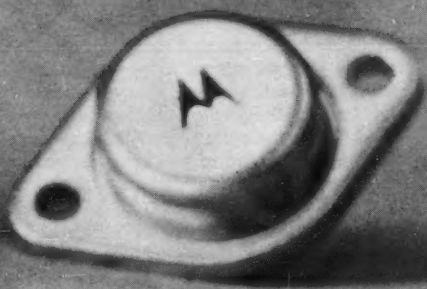
The tube operates more stably over a wider range of temperatures. Standard tubes can work from 500 to 1,000 degrees Fahrenheit. Once warmed to operating heat, they work anywhere.

This is at the same time the tube's disadvantage. It is inefficient in terms of the amount of energy input wasted in heat. Design is limited, too, because of the heat put out by tubes—surrounding materials must be watched carefully, and ventilation is almost a requirement.

The tube is an intricate assembly of fragile



# Tube



Transistor

and tiny parts, which is also a disadvantage relative to other devices. Tubes are fragile, and producing them on automated machinery is impossible so far—they are still largely hand-built products. The pieces are machine-made, but the tube is assembled by a girl working with her hands under a big magnifying glass.

The tube doesn't miniaturize easily, either, though some attempts are detailed below. There is, no matter how it's done, still a physical structure to erect, connect electrically, and then seal in a vacuum.

When the advantages of tubes are coupled with their cost—still way below other devices—they come out winners for all but special applications. That will go in 1961 as well as in 1960.

## THE NUVISTOR

This RCA device is an electron tube designed first for automation and then for miniaturization. Key to the design is the fact that the pieces that make up the nuvistor are so designed that they may be dropped into place one inside the other—they are all cylindrical. Thus, assembly

can be accomplished by machines, not hands.

Nonetheless, in the main, a nuvistor still has all the pieces a tube does, performing the same functions.

There are theoretical electronic advantages in the nuvistor design. Recent releases by RCA tout better noise factors that will help minimize snow on TV screens. This is a direct benefit of the basic construction of the nuvistor.

At the moment, there are just two versions of nuvistor on the commercial market; a third is undergoing engineering sampling. Production is picking up fairly quickly to meet demands for a high-efficiency type; the second type has TV and FM applications.

Independent engineers find the nuvistor quite interesting. It answers some of the objections to tubes; it should be less fragile, for example. However, they also point out that it still must heat up, still utilizes energy to make its heat and is therefore, technically speaking, inefficient. Designers must also take heat into account.

## THE COMPACTRON

This summer, another new tube entered the marketplace when G-E turned loose its compactron, which is closer in concept, design and manufacture to the standard electron tube than is the nuvistor.

The compactron is a straightforward attempt at miniaturization of both tubes and tube assemblies. With a shortened tube and a 1½-in. diameter, G-E has found it possible to combine two or three tubes on one base.

There are combination units in the standard tube line, too, and have been for some time. The compactron gains on these, G-E says, from being designed specifically for combination. Right now, in radio designs, two compactrons can replace five miniature tubes.

G-E sees the compactron as a tube that makes possible the styling changes with standard circuitry that the transistor has wrought in new designs. In its campaign for the compactron, G-E points out the undeniable advantages of tube operation as pluses for their new unit, and claims the compactron gets these advantages while cutting down on heat loss and other negative factors.

G-E has achieved some interesting manufacturing stunts with the compactron. For example, design turned the standard sealing operation upside down and eliminated the space-taking bump on top.

However, the compactron can carry with it some liabilities all its own. Combination electron tubes, for example, do not have an outstanding service record, independent engineers say, and they cite experience with a 6U8, which is a triode and pentode tube together in the same envelope. In use ten years, the 6U8 has proven to have a shorter life than either of the tubes it replaces used singly.

And of course, when a part of a compactron fails, the whole unit must be replaced, which is likely to be more expensive than replacing a single-purpose unit.

However, compactrons, like nuvistors, will be designed into coming apparatus for their advantages, which include their size and the potential production economies in putting two compactrons where you used to put five tubes. Eventually, 20% cost reductions are looked for from compactron use.

G-E's announced program for the production and marketing of compactrons is more ambitious than was RCA's for the nuvistor, reflecting probably the greater similarity the compactron has to the ordinary electron tube. G-E is concentrating on consumer electronics needs to start with.

## THE TRANSISTOR

The word transistor has come to be a popular catchall for several kinds of semi-conductor devices, meaning electrical control devices that accomplish their controlling inside a solid, instead of a vacuum, said solid being a type of

material known as a semi-conductor. They are different in function, one from the other, as are tubes, but for EM Week's purposes they will all be lumped as transistors.

Transistors are the glamor boys of the whole group—this year, last year and next year. In a sense, transistors got shot onto the scene on a rocket, for their first important job was in defense work, where their ruggedness was a prime consideration in designing equipment to be flung rudely into space and then to continue functioning there.

Taking that glamor and translating it into salability has been the abiding interest of the consumer electronics (brown goods) industry for many, many months. Noteworthy are Motorola's first cordless TV, the transistor radios smaller than a package of cigarettes, certain TV control devices, Philco's Safari TV, the oft-mentioned and seldom seen Japanese portable TV.

There are good reasons to push hard on the transistor button, but the transistor is not the answer to every electronic problem either.

Its advantages are impressive. Transistors are small and rugged, and they are efficient. Where a tube uses some 50% of the power input to heat it to where it works and winds up with some 10-20% efficiency, a transistor is about 90% efficient. The transistor operates on high current and low voltage, the reverse of the tube, which is a decided advantage in some applications—such as battery-operated radio and TV.

The big thing about transistors for the future is reliability. Up until now, their small size has taken the limelight. But the very simple construction of a transistor and the fact that it doesn't heat itself up gives it life expectancies worth having.

Transistors, by the way, rely on a molecular intermingling of materials, and this can be affected by heat. Engineers do not look kindly on designs that utilize both transistors and tubes unless they are quite thoroughly insulated, one from the other. This isn't easy.

There are several disadvantages to transistors, however. The first is cost, which while dramatically reduced from a year or two ago is by no means competitive with tubes yet. The state of the art of making transistors is not as refined as tubes by a long shot. Makers still can't predict just what they'll have in a given batch of transistors, and must test and sort, sometimes into seven varieties from a single production run. Why? Although tubes are a mechanical assembly, transistors are partly a chemical assembly, and "We can't yet fully control the extent to which those materials will continue." This runs up the costs.

Transistors don't accept overloads gracefully. In fact, they quit, in contrast to tubes which will accept, generally, some overload as a regular thing. So the transistor—individually—is limited for high voltages.

They need a cooler environment than do tubes, which can sometimes be a disadvantage. And they don't handle high frequencies as well.

Of course, circuitry is radically different, since transistors resemble tubes only in that they perform the same function. This does not qualify as a disadvantage, except that the state of this art is not so refined as is electron tube-based circuitry. Ergo, problems of some sort are bound to crop up.

That's how the transistor stacks up—it is the undeniable champion for certain attributes but it still costs plenty, and they still don't know as much about it as they do about tubes.

## WHAT'S NEXT

No single one of these devices is going to sweep all others from the field. Engineers say "There will always be all types of both electron tubes and semi-conductor devices. They are too different from each other to do without."

So any kind of direct sell, one against the other, will have to take into account this reality: Depending on the use, either a tube or a transistor can be better. Remember that and you won't get snowed under by the sales talk.



## DATELINE EUROPE:

## In Germany, Dealers Have Got It Made

By LAURENCE WRAY, EDITOR

The 16th in a series of reports written on the scene in Europe

**DORTMUND**—Unlike England, France and Italy, where the wholesaler seems to have declined in importance over the past decade, the wholesaling fraternity in West Germany has grown stronger with each succeeding year.

The electrical wholesaler in Ger-

many is well organized. Of roughly 950 wholesalers in the country some 750 belong to the national wholesaler's association which is headquartered in Dortmund, along with the wholesaler's magazine, "Die Elektrowirtschaft."

One of the interesting aspects of

the industry in Germany is that, while there are a few voluntary chains of the co-operative type among both wholesalers and retailers, very few wholesalers have branches of the Graybar or G-E Supply variety. Each operates autonomously in a prescribed area and has exclusive sales rights in that area. On the other hand, the German wholesaler rarely acts as the exclusive distributor of one particular manufacturer. They may handle three or four competing lines of refrigerators, TV sets, washers or radio. Most of them do a flourishing business and average about \$1 million a year in sales on which they net about 3%.

A few manufacturers sell direct to the dealer—especially the larger ones—but because wholesalers order

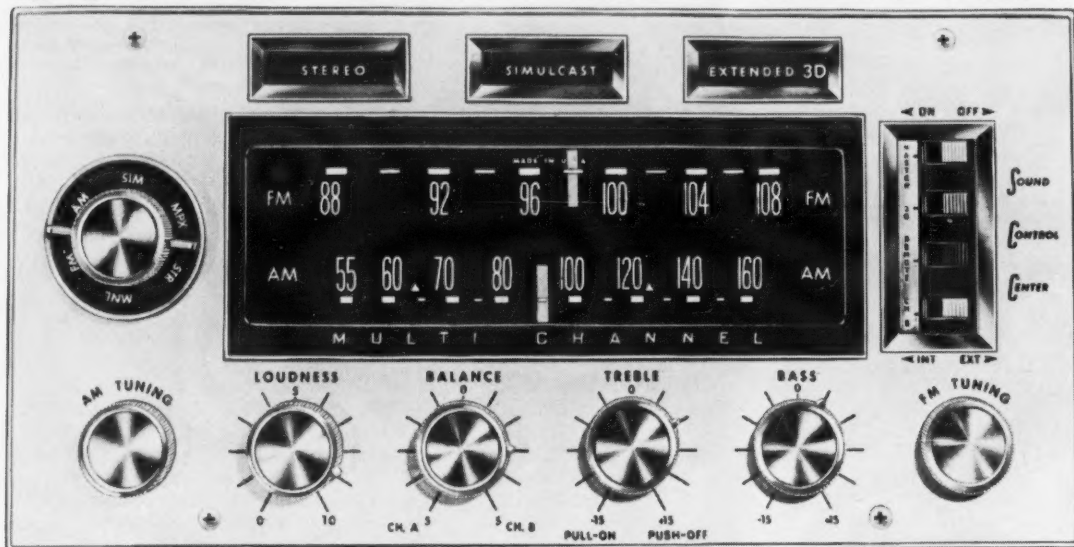
in quantity, perform both the warehousing and financing function for the dealer and pay for the merchandise promptly, they have corralled the major part of the business. They also exert some effort to police the dealers' pricing policies in an effort to circumvent widespread price-cutting but, ironically, some of the wholesalers are guilty of "back-door" selling. As most of them operate showrooms where dealers can bring their prospects to look over a wider selection of models than most dealers are apt to stock, there is a natural temptation to compete with dealers for retail sales. Some 10% of refrigerator sales are supposed to end up via the "back-door" route.

But the average German dealer seems to thrive and make money. They operate fairly small stores, yet seem to have adequate stocks. Some estimates put the number of appliance-radio-TV dealers in Germany at between 8,000 to 10,000; other estimates which include repair shops with some side selling put the figure at between 16,000 and 20,000, but the lower figure is probably more accurate.

One of the hard to realize facts about German appliance retailing is virtual absence of a replacement market to date and the complete absence of the trade-in as a factor in selling. Radio sets, refrigerators (absorption-type) and non-automatic irons are about the only devices which might be said to be coming into the replacement market, because quite a few were sold in the early 1950's. It is true, too, that some automatic washers are being sold to replace conventional types. But in all cases, there is no market for the second-hand devices being replaced and the customer generally has to pay a junkman to cart it away. I was even told by one refrigerator manufacturer that a German family would never buy a second-hand refrigerator because it would "smell."

The German dealer is at about the same stage of development as his American counterpart was well before World War II. His principal stock in trade consists of TV and radio sets, refrigerators (mostly 3-5 cu. ft.), washing machines, electric and gas ranges, water heaters, vacuum cleaners and electric housewares. Still virtually unknown are dishwashers, ironers, clothes dryers, room air conditioners, dehumidifiers and many of the newer electric housewares items we have become familiar with in the post-war era. The dealer can generally get about 90-day terms from his wholesaler and he is relatively free (except for the radio-TV price cartel) to set his own prices and installment terms. In practice, however, the average dealer exercises a good deal of self-restraint and sells at somewhere close to the manufacturers suggested list. Where wholesalers collect a special bonus from some manufacturers for service, the dealer can claim the bonus if he renders service, thus adding to his margin. By and large, German dealers are reputed to be in healthy shape and, if as I was told by the wholesaler's association, they average about 8% net profit, they are in a damn sight better shape than the majority of U.S. dealers.

## new exclusive Olympic SOUND CONTROL CENTER



**sells the MOST pleasures with the MOST demos!**

... Just turn the dials ... flip the switches ... light the lights!

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—SELLS THESE FEATURES AS YOU DIAL  
• AM, FM or Simulcast Stereo Radio  
• Stereo or Monaural Phonograph  
• Provision for Multiplex Broadcasts
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AS YOU DIAL STEREO
- 3 "SIMULCAST" PANEL LIGHTS UP  
AS YOU DIAL SIMULCAST
- 4 "EXTENDED 3-D" PANEL LIGHTS UP  
WHEN YOU FLIP THE 3-D SWITCH  
—listen to the "extra" hi-fi  
richness and dimension!
- 5 FLIP THIS "MASTER" ON-OFF SWITCH  
TO SELL EXTRA CONVENIENCE  
—have sound "On" or "Off" in your  
living room while you enjoy  
sound out on the patio!
- 6 FLIP THIS "REMOTE" SWITCH  
TO SELL EXTRA ENCLOSURES  
—it can extend the same program  
to any other room through  
dual channel remote speakers!
- 7 FLIP THE "CHANNEL B" SWITCH  
TO SELL E-X-P-A-N-D-E-D STEREO!  
—it converts all main cabinet speakers  
to Channel A; use external speakers  
for Channel B.
- 8 "FM" AND "AM" TUNING KNOBS  
LIGHT UP FOR VISUAL TUNING!
- 9 SELL PROFESSIONAL SOUND CONTROLS  
FOR EACH STEREO CHANNEL!  
—separate dual channel Loudness, Balance,  
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in any room!



Olympic Radio-Phono Console, Model 8603  
Sound Control Center ... 4-speed stereo hi-fi  
automatic record changer ... 10-tube AM-FM  
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Olympic All-in-One Stereo Center, Model KD385  
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**Sell the MOST with Olympic Sound Control Centers  
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Use these professional, beautiful new Sound Control Centers for instant demonstrations of most value for your customers ... winning most sales, most extra enclosure sales, most profits for you, with the industry's most successful pricing-merchandising formula!

WORLD'S LEADER IN COMBINATIONS

# Olympic

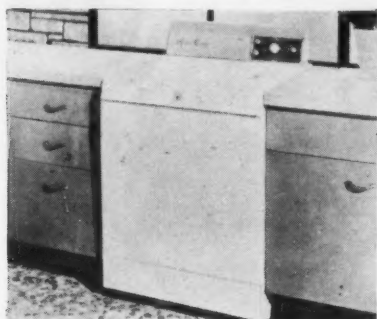
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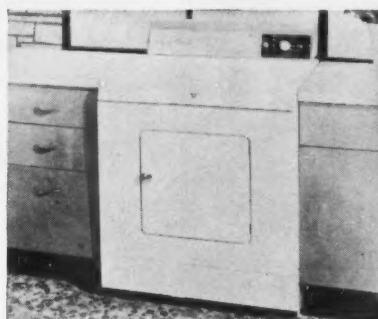
# NEW PRODUCTS

## FEATURES THIS WEEK

Speed Queen adds a combination washer-dryer plus 1961 laundry line • clocks by General Electric, Lux and Sunbeam • RCA Victor "new Vista" TV • Philco remotable TV line • Dexter wringer washers



SPEED QUEEN A-34 WASHER



SPEED QUEEN 110-110F ELECTRIC DRYER

## SPEED QUEEN 1961 Laundry Line

Seven washer and dryer models with deluxe styling are Speed Queen's middle and lower end of the line offerings for 1961. All have 2-tone brown back panels with controls grouped on right side. All except A-35 have back panel edge lighting. **Top medium-price model A-34** has a 34-min. wash cycle for normal fabrics and a delicate 20-min. cycle for light, finer clothes; 2 speeds for "gentle" or "brisk" agitator action; complete control over water temperature selection (hot, warm or cold water for the wash and warm or cold rinse); all phases of cycle are marked and any phase can be stopped and repeated at will.

**Lowest priced washer, A-35**, has deluxe styling; pre-selection of hot, warm or cold wash water and automatic selection of rinse temperatures. The third washer in the lineup is a pressure fill model A-36 designed for users in low water pressure areas, and features complete washing flexibility, including a "normal" cycle for regular fabrics and a "special" cycle for woolens and delicates; pre-selection of hot, warm or cold wash water is also offered; 2 speeds and a push-to-start

timer dial.

All have 4-way lint removal, bowl-shaped tub, aerated water inlet, "Arcuate" transmission, heavy-duty solenoids, fluid drive and hinged top for easy service.

**Four new dryers designed** as matching companions for the washers include 2 electrics, 110 and 110F, and 2 gas models, 137 and 137F. All have 1961 style back panel and panel lighting; simple dial for off, low or high heat selection; drying time dial that can be set for any length of time from 5 to 120 min., the last 5 min. without heat. Electrics feature Speed Queen's stainless steel drum. Other dryer features include an "in-a-door" lint trap; vacuum drying principle and safety switch which stops drum when door is opened.

**The top of the line machines**, A-28A and A-27A automatic washers and the 109, 135 and 136 automatic dryers, will stay in the line. The new machines will be offered to dealers at no increase in price over the models they replace, including models A-24 and A-25 washers and 108, 108F, 134 and 134F dryers. **Speed Queen Div., McGraw-Edison Co., Ripon, Wis.**

## SPEED QUEEN "Compact-Combo"

Containing a full 22-in. cylinder, the cabinet exterior measures only 25% in. wide. Compactness is achieved through a shock absorber and snubber mounting system.

Completely flexible, simple programming for correct laundering of

any fabric is provided through use of 4 rocker-type pushbuttons and a "push-to-start" type master control (user can select wash and dry cycles separately or in combination). Drying cycle is automatic and shuts off machine when clothes are dry. A special "damp dry" cycle is offered for normal loads. The condenser-type dryer requires no venting. Installs flush to wall. Control panel has diffused lighting when in use, and coral trim on panel and on door.

Other features include a liquid bleach dispenser; automatic load balancer; water-tight door that swings open 180 degs.; combination pressure and timed fill device that assures enough water in tub before wash cycle begins. **Speed Queen Div., McGraw-Edison Co., Ripon, Wis.**



# CRESTWOOD OUTSELLS ALL OTHERS WITHOUT DISCOUNTING!



Only Northern, the world's largest electric blanket manufacturer, can afford to offer a top quality product—priced to meet and beat competition *without* cutting liberal dealer profit margins. Make no mistake—feature for feature—no other electric blanket compares with the Crestwood in its price range. Why take less than a full mark-up, less than the best quality, less than the fastest-selling electric blanket line in the business? Order Crestwood now . . . available only through your distributor.

## COMPARE THESE BEST-SELLER FEATURES

- **Exclusive!** Luxurious 80" width on double bed model . . . a full 10% wider than ordinary blankets!
- **Exclusive!** *sanifresh* 100% Nylon bindings . . . resist odor-causing bacteria and germs. Last a blanket lifetime.
- **Unconditional 2-year guarantee!** Liberally administered by Northern to assure complete customer satisfaction.
- **Convenient** bed side control hangers.
- **Fully automatic controls** compensate for room temperature changes.
- **"Custom Formed"** to fit neatly around mattress corners . . . wrinkle-free! Keeps blanket firmly in place!
- **Colorfully packaged** in self-selling display carton. Blanket polyethylene wrapped to stay clean and always salable.
- **Complete line** available in all models, sizes and popular colors.

## BACKED BY THE MOST HEAVILY ADVERTISED PROMOTION IN ELECTRIC BLANKET HISTORY!



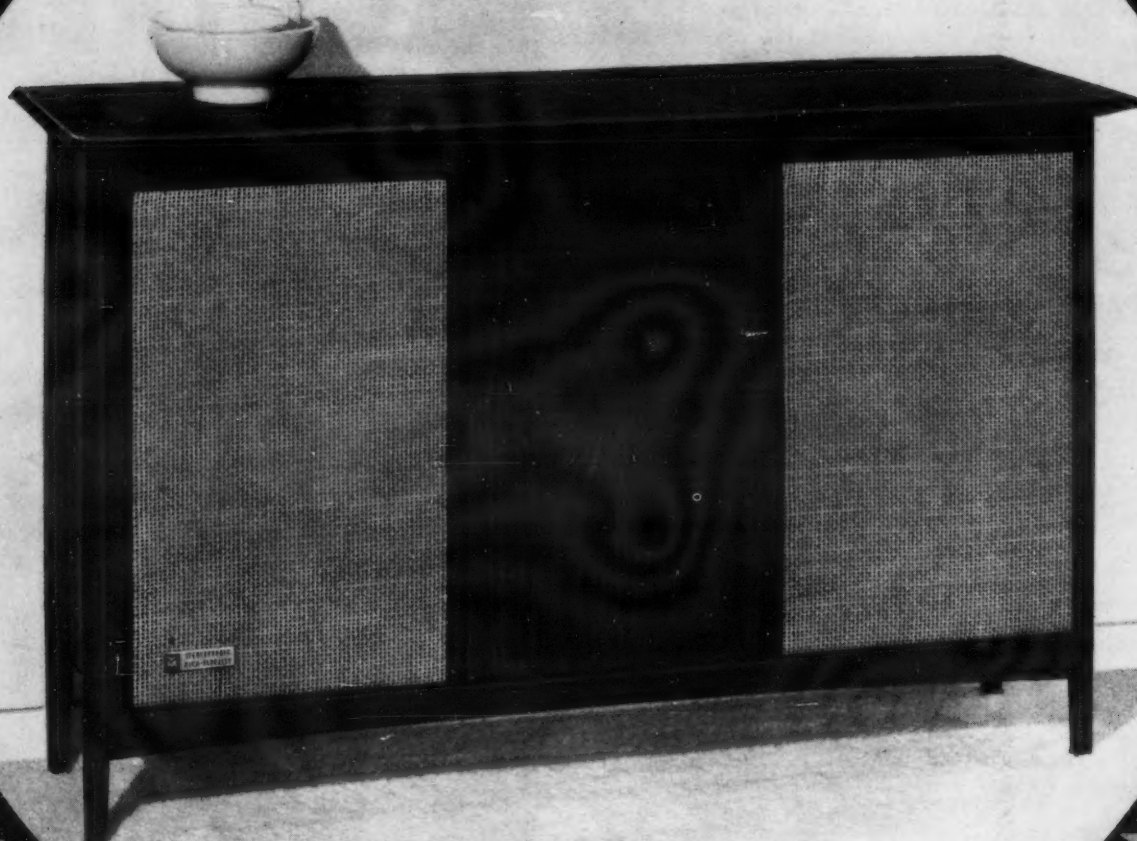
1 Out of Every 2  
Electric Blankets Sold  
is Northern-Built!

## NORTHERN ELECTRIC COMPANY

CHICAGO • WAYNESBORO AND BAY SPRINGS, MISS.

World's Oldest and Largest Manufacturer of Electric Blankets and Heating Pads  
Executive Offices: 5224 N. Kedzie Avenue, Chicago 25, Illinois • COrnelia 7-5100  
In Canada: George W. Endress Company, Ltd., Toronto

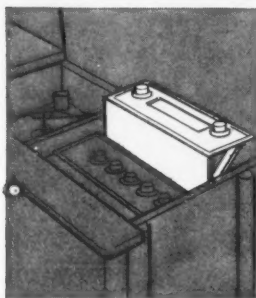
## A New Stereo Star!



# V-M

V-M/HIGH-FIDELITY STEREOPHONIC CONSOLE PHONOGRAPH—MODEL 816

## ACCESSORY "DROP-IN" TUNER LETS YOU SELL TWO WAYS!



### V-M ACCESSORY DELUXE AM-FM STEREO RADIO TUNER

is especially designed for easy installation in just a few minutes *by the consumer!* You can sell this versatile console either with or without the drop-in tuner installed. In addition to this dual selling feature, you work with a more flexible inventory for faster turnover . . . offer greater model selection . . . close more sales!

*completely V-M—from styling to sound!*

• V-M DANISH CONTEMPORARY STYLING! • V-M GENUINE WALNUT CABINETRY! • V-M PRECISION COMPONENTS! • V-M MAGNIFICENT STEREOPHONIC PERFORMANCE!

### *packed with selling points!*

• **GENUINE WALNUT CABINETRY** with full-bodied, hand-rubbed finish . . . certified by the American Walnut Manufacturers Association. • **V-M DELUXE 'STERE-O-MATIC'® 4-SPEED AUTOMATIC RECORD CHANGER** plays ALL records—stereo or monophonic—better than you've ever heard them reproduced before! • **SPEAKERS:** Full frequency range on BOTH channels is provided by TWO 12" woofers and two angle-mounted 3" tweeters • **DIAMOND NEEDLE** provides hundreds of hours of musical pleasure! • **MASTER CONTROL PANEL** for easy and convenient operation! • **DUAL-CHANNEL POWER AMPLIFIER** provides 40 watts (peak) power output; 20 watts each channel • **AUXILIARY SPEAKER OUTPUTS** permit you to add extra speakers to each channel . . . use console for one channel and external speakers for the other! • **TWO LARGE RECORD STORAGE COMPARTMENTS** provide ample space for records!

*SELL TWO WAYS WITH ONE OF THE MOST VERSATILE V-M CONSOLES OF THE YEAR!*

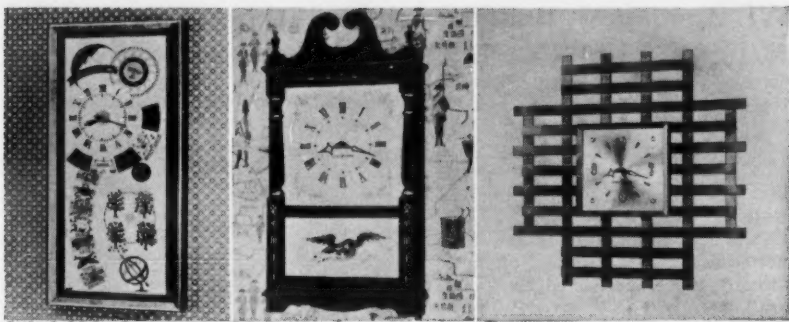
AMAZINGLY PRICED AT ONLY \$350.00 LIST\*

V-M Accessory Deluxe Stereo Radio Tuner—Model 1413—\$99.95 List\*

\*Slightly Higher West

the **Voice**  of **Music**®





### G. E. Wall Clocks

G. E. announces 11 decorative wall clocks:

**Random and Terrazzo** are styled in colorful mosaic tiles; Random, a rectangular wood case in walnut or fruitwood finish; Terrazzo, a round bowl

shape with brass color trim in dark or light mosaic patterns.

**Early Times** is pocket-watch design; white dial in gold or silver color case. **Tropique**, bowl shape clock, has an open bamboo style, black trim.

**Fashionwood** has a fruitwood-finish lattice work case.

**La Ronde**, a transparent picture hat design in glass, has a cordless battery-movement; cord-type model, \$10 less. **Cordura** is Spanish wrought iron with rays forming a scroll motif.

**Sugar and Spice** is a reproduction of the New England spice box with condiment drawer.

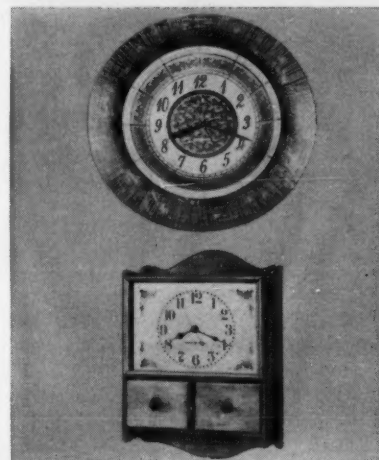
**Grecian Key** is large plaque design in gold color with raised dial.

**Theme of Time** reproduces by hand a series of time symbols on linen framed in a long rectangular fruitwood-finish case. It has a precision-built battery-powered timing unit.

**Colonist**, a combination of Early American designs with Federal eagle motif, is designed to complement Heywood-Wakefield "Old Colony" furniture; comes with synchronous cord-type motor or cordless battery unit.

**Prices**, from \$9.98 for Early Times, to \$90 for cordless Colonist. **General**

Electric, Clock and Timer Dept., Ashland, Mass.



LA RONDE, TOP; SUGAR & SPICE, BOTTOM

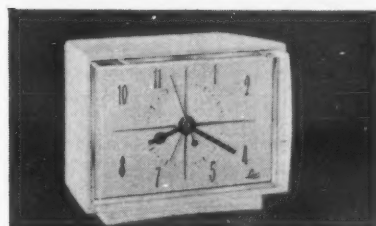


### ALGEE Charcoal Lighter

"Quickie Hot-Pot," an electric charcoal lighter, is announced by The Algee Co. It consists of a round container or pot of cold rolled steel, 6¼-in. diam., and 9¾ in. high, to which is attached a vertical, easy-grip, form-fit handle with a 5x6½-in. heat-resisting shield for protecting the hand. The shield is set ¼ in. away from pot, forming an air space; ¼-in. air vents appear at intervals all around, ⅜ in. from bottom rim of the pot.

A Chromalox element is placed at 2½ in. from bottom, making several coils and comes out in form of prongs to which cord is attached. To use you simply fill the pot with the amount of charcoal needed for the barbecue (a full pot cooks a good sized roast) and plug into outlet. When charcoal takes on cherry red glow in 10-12 min. the hot coals are dumped into the pit and start cooking at once. No fuel odors, no flare-up dangers; no outlet at barbecue needed.

**Price**, \$9.95. The Algee Co., 310 Ravine Forest Dr., Lake Bluff, Ill.



### LUX Alarm Clocks

Lux announces electric alarm clocks: No. 5000, plain off-white dial, gold border, sweeping saber decoration, black hands and numbers; No. 5001, luminous hands and numbers on black dial, polished gold ribbed vertical border. Both have ivory case, red sweep hands; gold alarm set hand. **Price**, \$5.98 and \$6.98 respectively. The Lux Clock Mfg. Co., Inc., Waterbury, Conn.



Max Wander, Wander Sales Co., McKeesport, Pa., gets details of the new Fall, tested, traffic-building program from Guy Spezza, sales representative, J. A. Williams Co., Pittsburgh.

## PROGRAM WITH HAMILTON

... a promotion-powered plan  
to put profit in your pocket!

The Hamilton program for dealer profit consists of a constant parade of proved promotions, all oriented on the same objective... more store traffic.

The whole package for Fall is wrapped up in the new Hamilton Promotion Kit. Persuasive tie-in ads, hot tips on store promotion, tested traffic flags... everything you need is there. Get your Kit, at once, from your Hamilton Distributor and get into the pattern that's already a proved moneymaker.

You and Hamilton, programming together, can put the prospects on your floor. With that done, it's Hamilton's buy-appeal features that will help you to send them out sold.

When it comes to Electric Appliance Business

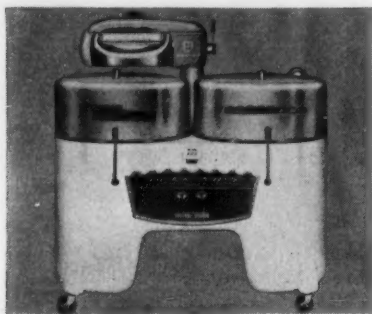
YOU'RE A STEP AHEAD WITH HAMILTON

# Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY TWO RIVERS, WIS.



Mammoth 35" x 66" towel offer heavily promoted by Hamilton full-color and black and white ads in many markets... and they carry your specific store name! It's the latest in Hamilton's calendar of tested promotions.

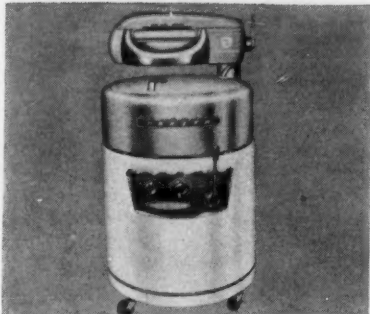


DEXTER QUICK TWIN 1-D9

### DEXTER 1961 Washers

Sixteen new wringer washers are included in the Dexter 1961 line, and comprise 4 Quick Twin double tub models and 12 single tub washers.

Deeply embossed, massive control panels, trimmed in silver, turquoise



DEXTER 1-D5

and sandalwood; chrome tub and base bands and chrome hardware are featured on many models.

Top of the line models 1-D9, a Quick Twin, and 1-D5, a single tub unit, feature handsome new sandalwood finished tubs and wringers. Dexter Div. Philco Corp., Fairfield, Iowa.

### BVI Announces Built-In Can Opener

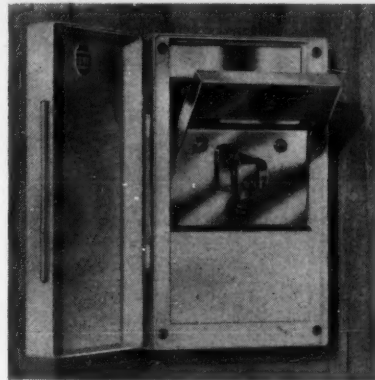
Designed for new or remodeled kitchens, the new BVI built-in electric can opener with a blue cutting point has been announced by Burgess Vibrocrafters.

This built-in unit has all the automatic features of the BVI Deluxe countertop model. It opens cans of all sizes and shapes, starts and stops automatically; lifts can lids off automatically, and smoothes edges for safe handling.

These units have a white finish which can be painted to match any kitchen decor or metallic panels can be applied. The front of the unit is fully enclosed by a matching door with magnetic latch.

A metal box and fastenings are provided for roughing in during construction, and the manufacturer sug-

gests that builders plan to place an outlet adjacent to the can opener. Burgess Vibrocrafters, Inc., Grayslake, Ill.



## Where others fizzle, this one SIZZLES!



model 6515

#### It's a 2-in-1 radio:

- Home table model
- Trim portable in smart "sling" case



## new CHANNEL MASTER 8 transistor "super fringe"

*The most sensitive transistor radio ever made!*

- RF amplification stage • 3-gang tuning condenser
- New fringe area circuit • Extra long built-in ferrite antenna
- Highest signal-to-noise ratio • Easy, precise vernier tuning
- King-size 3½" speaker • Plays for almost one year on a set of ordinary flashlight batteries (Based on average daily use)

The astonishing performance of this new radio is another reason why the dealer who features Channel Master gets ahead—and stays ahead—of his competition.

**\$59<sup>95</sup>**  
List

slightly higher in Canada.

**CHANNEL MASTER CORP.** Ellenville, N. Y.

### TRADE-WIND Bathroom Combination

An electrically reversible axial flow fan which makes possible either exhausting bathroom air only or forced air heating in a variety of combinations plus lighting is a feature of the latest ceiling light-ventilator-heater combination bathroom unit announced by Trade-Wind.

This Trade-Wind Trio produces a combination of instantaneous radiant and convected heat. It has a smart louvered, chrome-plated aluminum grille that directs heat downward into the room. And albalit lenses provide diffusion of the light from 2 60w lamps.

Control by means of a remote wall switch furnished with the unit makes it possible to provide 5 different combinations of air conditioning the bathroom as follows: It can be used (1) as a heater only; (2) as a light only; (3) as a combination light and heater; (4) to exhaust only; (5) to exhaust in conjunction with lights. Trade-Wind Div., Robbins & Myers, Inc., 7755 Paramount Place, Pico Rivera, Calif.



### BRIEFS

Carrier has introduced an adjustable wing panel for its portable air conditioners. It enables owners to fit portable units in any normal-size window without cutting or fitting panels. Available as an accessory with new portables, or may be purchased separately by present owners. A frame fastened to conditioner holds wing panels with vinyl curtains which can be extended to fit windows from 28 to 40 in. wide; sliding panels lock and provide weather-tight fit. Carrier Corp., Syracuse 1, N. Y.

Robin Industries announces 3 rigid record changer covers to keep phonos free from dust. They are collapsible for storage and handling purposes; available in white, clear and brown. Designed with U-lock to hold all sides rigid under all conditions; fits all models. Price, \$6.95. Robins Industries Corp., Flushing, N. Y.



### RCA Victor TV with "New Vista" Tuner

Eleven new TV sets with the RCA Victor "New Vista" tuner are announced. The tuner utilizes the newly developed RCA Nuvisor tube providing up to 45% more picture-pulling power in fringe and difficult signal areas. Also introduced were 2 "living color" sets, 2 portables and console with "Magic Memory."

"New Vista" tuner-equipped models include 2 portables with 19-in. picture tubes; 1 table, 5 consoles and 3 stereo-TV combinations, all with 23-in. picture tubes:

**Blithe**, portable, 2 speakers; ebony, vermilion, blue or sugar maple.

**Jaunty**, portable, similar to Blithe with "Wireless Wizard" 2-button, 5-function remote; fine tuning.

**Edgewood**, table set with "Wireless Wizard" 2-button, 5-function remote



"THE PROGRAMMER"

control; fine tuning; mahogany, oak or walnut grained.

**Hillcrest**, modern lowboy console, mahogany, walnut or oak veneers.

**Princeton**, upright console, 2 speakers, swivel base; mahogany, walnut or oak.

**Masterson**, oriental modern wood ebony cabinet; 3 speakers.

**Gilbertson**, with cane front and sides, 3 speakers; ebony or light walnut.

**Townsend**, lowboy console, full swing-back cane doors cover picture tube when not in use; 3 speakers; mahogany or walnut.

**Tennyson**, combination TV-stereo record player and AM-FM radio, 6 speakers; mahogany or walnut.

**Woodbridge**, TV-stereo-radio combination with triple amplifiers, jacks for stereotape and multiplex; 6 speakers; mahogany or walnut veneers.

**Yorkshire**, TV-stereo-radio combination with triple amplifiers, jacks for stereotape and multiplex; 6 speakers; sliding door "Credenza" cabinet.

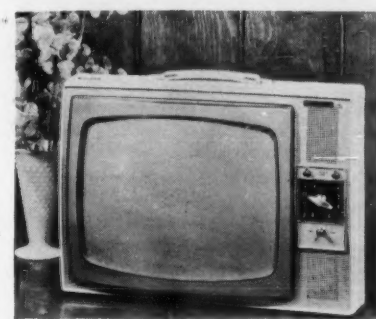
"Living Color" sets: Wagner, low-priced upright, has front tuning and sound through a 6x9-in. speaker; Langston, 21CD92, French Provincial console, dark cherry or maple veneers.

**The Programmer**, features "Magic Memory" which permits pre-selection of up to 12 hrs. TV viewing by push-

ing buttons; 3 speakers; 4-circuit cascade tuner; mahogany or walnut.

**Trouper**, 17-in. portable, "long-range" tuner; charcoal and ivory.

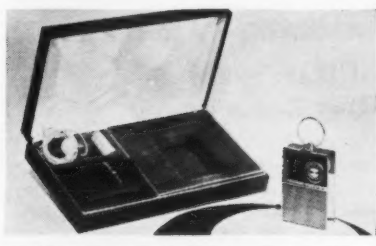
**Heather**, 19-in. portable with 20,000v picture power; ebony or ivory. **RCA Victor Div. Radio Corp. of America, Camden, N. J.**



THE HEATHER

### G-E Transistor Radio

Exactly the size of a pack of king-size cigarettes, No. P8501, 6-transistor radio, weighs 10½ oz. with battery; can be carried or hung by metal ring; black and chrome case has "Cyclac" back; 4v mercury cell and class B push-pull audio output; vernier tuning and on-off volume controlled by thumbwheels on side and front; no antenna needed except the built-in ferrite rod. **Price, \$39.95. General Electric Radio and TV Div., Syracuse, N. Y.**



### Hi-Vi Juicers

A new line of 5 Hi-Vi vegetable and fruit juicers are on the market.

Three centrifugal units, J-101-A, Ag and B are supplied with a shredder and sherbet attachment to make fine salads, slaws and sherbets. Designed for easy hygienic cleaning and assembly, the shredder plate can be separated from juice strainer; refined design of pulp chute eliminates clogging, providing continuous run without having to stop and clean out pulp.

Of the 4 electrically operated units, 2 have ½-hp motor and 2 a 1/3-hp motor; centrifugal model motors are speed controlled to maintain a constant speed and power.

The 2 press models J-101-C electric and J-101-D hand operated unit come complete with a shredder attachment. **Prices, Centrifugal models \$69.95, \$84.95 and \$89.95. Electric press, \$49.95; hand press, \$19.95. Kitchen Master Appliances, Inc., 166½ N. La Brea Ave., Los Angeles 36.**

CENTRIFUGAL MODELS J-101-A, Ag AND B



## This 42 piece LIONEL Electric Train Outfit -- Free!



The train alone is almost 6 feet long!

Get on board

## CHANNEL MASTER'S big "Main Line" radio promotion

Electric Trains! The timeless gift that sends shivers of excitement through "boys" of all ages!

Channel Master... "Main Line" in radios... gives you this action-packed "Main Line" train set with the purchase of only 10 transistor radios. And each additional "Main Line" radio order brings you another Lionel outfit.

This fabulous offer is timed to coincide with your normally heavy Fall and pre-Christmas radio purchases. You can easily obtain several sets: for personal gifts, Christmas store promotion, and salesmen's incentives.

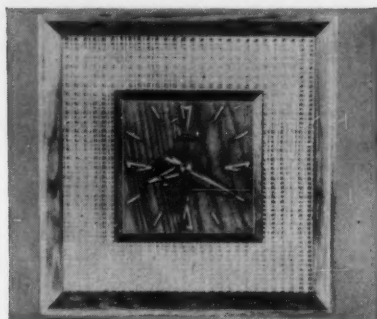
Limited time only. Call your Channel Master Distributor immediately for full details.

**CHANNEL MASTER CORP.** Ellenville, N. Y.



### Channel Master's "Main Line" Radio Package

Get your free Lionel train outfit with the purchase of only 10 sets, at regular price, selected from America's most popular line of transistor radios. A fast-selling assortment of 5, 6, and 8 transistor models.

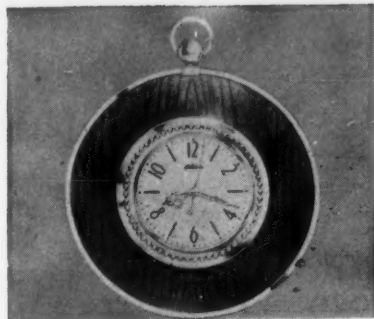


SUNBEAM CORDLESS CLOCK AC506

**SUNBEAM Cordless Clocks**

Two new cordless decorative wall clocks are announced by Sunbeam.

**AC506** features a modern square design with Sunbeam's "picture frame slimness" in a choice of solid walnut case or ebony with natural cane weave.



SUNBEAM CORDLESS CLOCK AC505

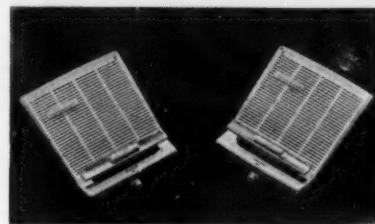
**AC505**, cordless clock, features contemporary styling in a natural finished cherry wood veneer; polished brass outer ring with matching gold color bezel, top handle and hands. **Prices**, No. AC506, \$39.95; No. AC505, \$29.95. **Sunbeam Corp.**, 5600 Roosevelt Rd., Chicago 50.

**GENERAL ELECTRIC Transistorized Intercom**

A portable, transistorized, home intercom system is announced by General Electric Radio Receiver Dept. It eliminates the need for expensive wiring between units because its voice signal is carried over existing house wiring and plugs into any 110v outlet. It establishes communication between functional areas of the home such as bedroom and kitchen, house and garage, game room and living room, outdoor and indoor living areas, nursery or play areas.

Individual units weigh just over 2 lb.; antique white polystyrene case is 7 in. wide and deep and 5 in. high; has beige speaker grille; 4-in. Alnico V speaker; 2 operating controls: 1 for volume, the other a push-bar used to switch from "listen" to "talk."

Other features include avc; a



"squench" circuit that makes on-off switch unnecessary; no loudspeaker sound can be heard from unit in "listen" position until another unit is placed in "talk"; uses plated circuitry chassis, 4 transistors, 3 crystal diodes and a selenium rectifier.

**Price**, in pairs, \$79.95; additional units, \$39.95 each. **General Electric Radio and TV Div.**, Electronics Park, Syracuse, N. Y.

**Sensational... Sellable**

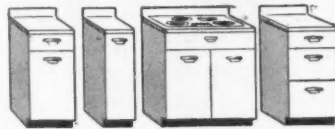
**Sensational new finish, Traditional**—a vinyl of beautiful and natural grain inseparably bonded to Republic Steel Kitchen door and drawer fronts.

**Sensible**... the charm of yesteryear with all the conveniences of tomorrow. An all-steel kitchen with an exciting new finish that blends dining and living areas into centers of gracious living.

**Sensational... Sellable**... just what the homemaker ordered. So sensational, so sensible, the buyer doesn't have to make a choice—just a decision.

Send for complete information and color sample.

Standard Units of Republic Steel Kitchens are available in a wide range of sizes in base and wall cabinets, sinks, drop-ins, and accessories to meet every kitchen need and size. Easy to sell, easy to install!

**CUSTOM KITCHENS...for profit builders**

**REPUBLIC STEEL**  
*Kitchens*

REPUBLIC STEEL • BERGER DIVISION  
CANTON 5, OHIO

REPUBLIC STEEL KITCHENS, DEPT. C-9537-A  
1156 BELDEN AVENUE • CANTON 5, OHIO

Please tell me more about the advantages of Republic's Traditional Finish and send color sample.

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

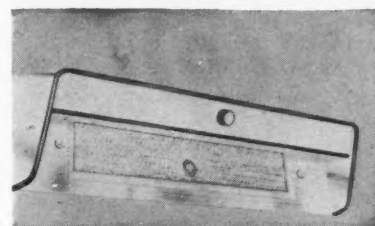
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**GUILD Stereo Hi-Fi Radio Phono**

"Bonnet Box" No. 818 is a 3-channel stereo AM-FM hi-fi radio and phono console in a self-contained unit without external or space-separated speakers. An electronic crossover circuit and efficient speaker system projects sound binaurally over a wide listening area.

Features include 2-channel AM and FM tuner; FM multiplex adapter jacks with front panel switching; electronic frequency dividing circuits provide wider stereo separation and eliminate "hole in middle" effect; 2 separate mid-range/treble push-pull output channels use up to 24w each; separate push-pull parallel bass output channel; free-moving cone bass speaker; adjustable sound projector panels; mono-stereo switch; dual-ganged loudness and treble controls; large 2-section record compartment.

Every cabinet of Eastern hard-rock maple in Salem, Cherry or mahogany finish. **Guild Radio and TV Corp.**, 460 N. Eucalyptus Ave., Inglewood, Calif.

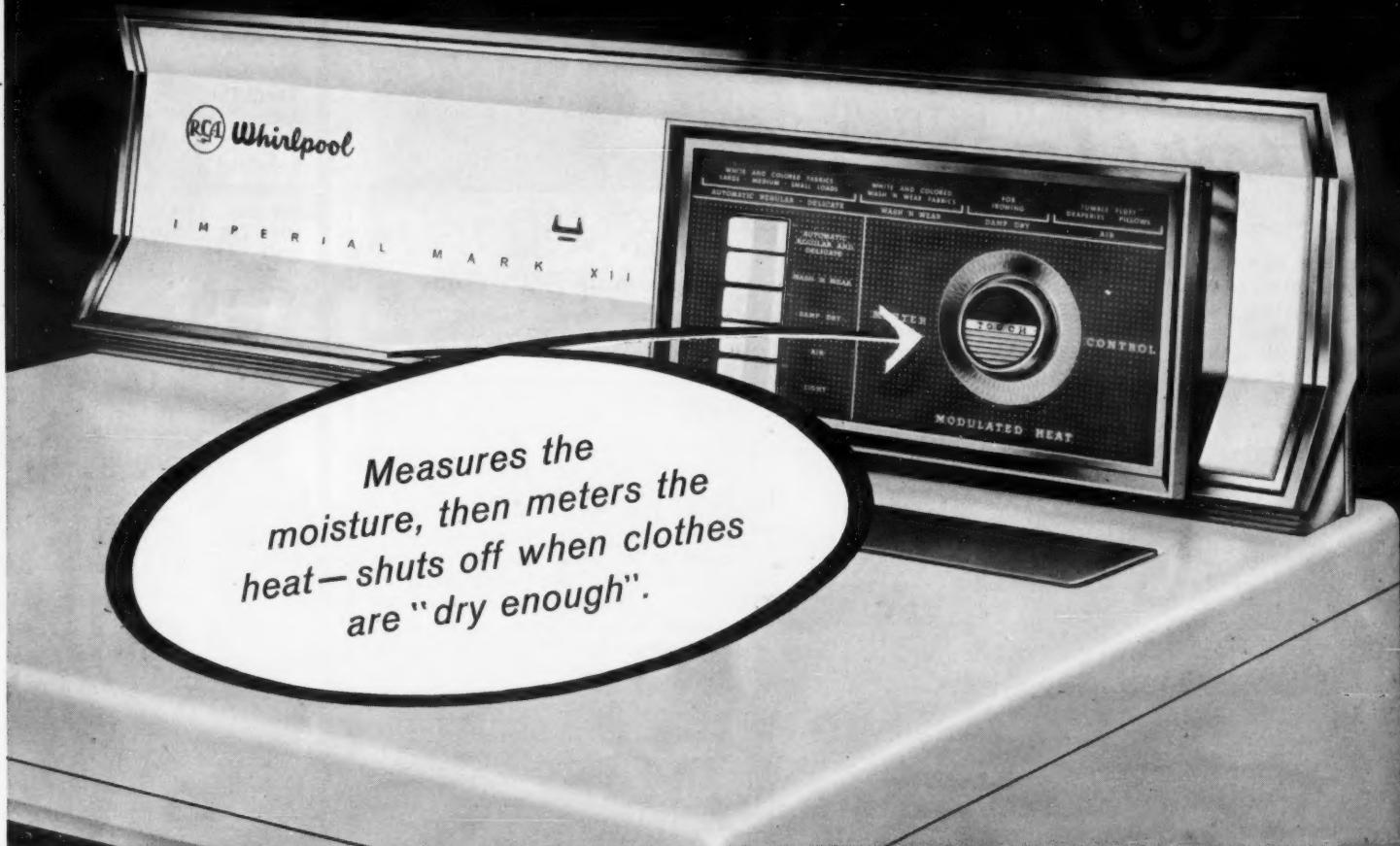
**MODERN MAID Oven Hoods**

An oven hood line is introduced by Modern Maid in 2-tone coppertone and brushed chrome.

Features are an up-front switch away from grease and heat; snap-out washable grease filter. An impeller ventilator exhausts cooking odors and grease fumes. It is styled to match other Modern Maid hoods. **Tennessee Stove Works**, Chattanooga 1, Tenn.

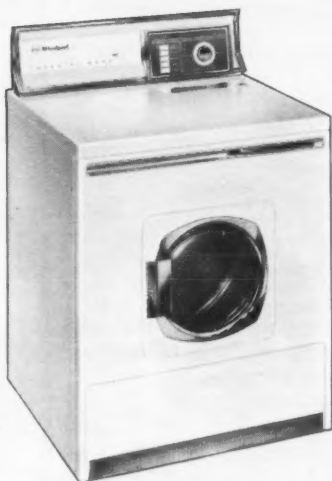


# IT'S HERE! ... IN RCA WHIRLPOOL DRYERS MODULATED-HEAT



## THE FASTEST WAY TO MORE DRYER SALES.

**HD-91 Imperial Mark XII Dryer ...**  
setting a new high in convenience, simplicity and proper drying. There is so much to tell, so much to sell.



### **FIRST** with Master-Touch\* Control

Now, as never before, your customers can enjoy more gentle drying, greater perfection in softness and fluffiness of every fabric, and a higher degree of convenience! The reason: exclusive MODULATED-HEAT\*—available only in RCA WHIRLPOOL dryers. It senses the moisture in the clothes, then matches the heat to the degree of moisture. As moisture decreases, the heat decreases and it shuts off automatically when clothes are “dry enough”. And with the Master-Touch Control there are no dials to turn—no complicated controls—no guesswork. Get the full story from your distributor.

\*Tmk.

Join up! ... it's easier to sell RCA WHIRLPOOL than sell against it!



Ask your distributor about

**PYT: '61**

the expense-free vacation for  
RCA WHIRLPOOL dealers and their salesmen!

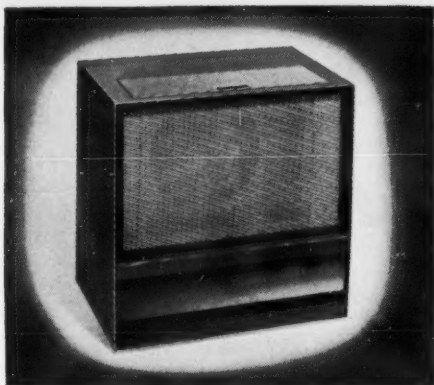


Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



**SELL** relief from  
winter's desert-dry  
indoor air

**SELL**  
the new,  
high capacity,  
automatic



**RP** *Aprilaire*  
PORTABLE HUMIDIFIER

*The Finest in Forced Humidification*

A vast market of customers seek relief every heating season from the discomfort and damaging, unhealthful effects of super-dry indoor air. Here's your profit opportunity . . . the Aprilaire Portable Humidifier . . . a high capacity unit (up to 4.3 pounds per hour) . . . with optional humidistat for constant, accurate control. Plus—an exclusive Aprilaire sales feature—the removal of up to 70% of the bacteria circulating through the unit—an additional health benefit. Sell health and comfort this season, with Aprilaire, the quality humidifier with the attractive profit picture. It's nationally advertised, pre-sold for you. Write for information.

**RESEARCH PRODUCTS** *Corporation*  
Dept. 99-H, Madison 1, Wisconsin

Here Is The Best Appliance Truck  
Money Can Buy Because Only The

**Escort®**  
OFFERS YOU  
EXCLUSIVELY THESE TWO FEATURES

**1. ALL-STEEL RATCHET STRAP  
TIGHTENER WITH AUTOMATIC  
STRAP RECOIL!**

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! **EXCLUSIVE ON THE ESCORT!**

**2. FAMOUS ROLLER  
BEARING  
CRAWLER TREAD!**

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! **EXCLUSIVE ON THE ESCORT!**

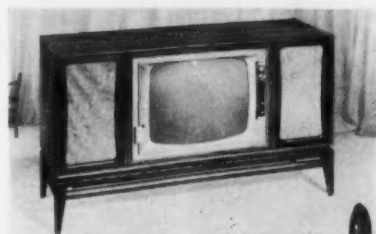
WRITE, CALL OR WIRE  
TODAY  
For Full Details And  
Descriptive Literature  
**STEVENS APPLIANCE  
TRUCK CO.**  
DEPT. E BOX 897  
AUGUSTA, GA.

**Escort**  
APPLIANCE TRUCKS

MODEL MRT  
Magnesium Light!  
Magnesium Strong!

MODEL SRT  
Rugged, All-Steel  
Construction

**SOLD ON A MONEY-BACK GUARANTEE!**



PHILCO CONSOLE NO. 4904



PHILCO DIRECTA REMOTE

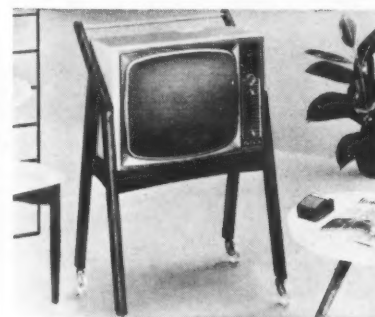
### PHILCO Offers "Remotable" TV Line

Philco announces a line of TV receivers with wireless remote control as a drop-in feature. The "remotable" line consists of 4 23-in. Mastercraft series including a TV-stereo theatre model with "Reverbaphonic" sound system; 4 23-in. vertical and horizontal consoles, and a 19-in. Compact set with remote control.

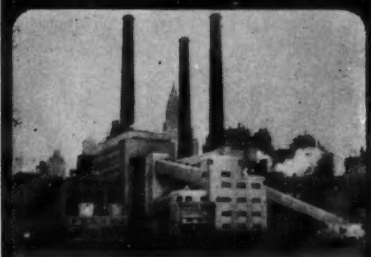
Mastercraft "Miss America" series with furniture styles in choices of wood solids and veneers; die-cast cabinet fronts and complementary speaker grille designs; equipped for optional Directa remote control service at \$70. No. 4824P comes in colonial maple with Early American gallery top; No. 4826W, walnut with Danish modern style; No. 4828DW is horizontal, modern Danish and No. 4828M, traditional mahogany.

Mastercraft stereo theatre set No. 4904 in walnut and mahogany hardwood has a 6-speaker stereo hi-fi system in addition to the "Reverb." The 23-in. consoles are offered in Danish modern. No. 4808W, with twin-speaker sound system; No. 4815P, colonial with Early American gallery top and spooled legs; vertical consoles Nos. 4830W and M are equipped for optional Directa remote control. Both the horizontal and vertical consoles have a Mark II cool chassis, 110-deg. extra-vision rectangular picture tube; UHF/VHF built-in aerial.

Compact, No. 3712R, 19-in. model is completely equipped with Directa remote control in choice of gold or platinum cabinet styling; has an aluminized 19-in. rectangular picture tube with 114-deg. deflection angle. Prices, "Miss America" units, \$399.95; the TV-stereo combination, \$600; 29-in. consoles from \$289.95 to \$399.95 and 19-in. Compact, \$259.95. Philco Corp., Tioga and "C" Sts., Philadelphia 34.



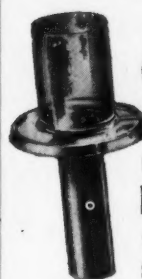
### \*IWT MAKES EQUIPMENT FOR THE BIG USERS OF PUREST POSSIBLE WATER



#### WATERSIDE POWER STATION

This huge power plant in New York City has a half million-dollar IWT\* Mixed-Bed De-Ionizer that provides high-purity water for high-pressure boilers at the fantastic rate of 5,000 gallons per minute—a total of over EIGHT BILLION gallons since 1954!

### \*IWT ALSO MAKES



*Wants*  
**kleensteam**  
WATER  
CONDITIONER

FOR MILLIONS OF  
LITTLE USERS  
OF PURE WATER  
FOR STEAM IRONS  
VAPORIZERS  
WARMERS

**98¢**  
COMPLETE

REFILLS  
2 FOR  
98¢



**KLEENSTEAM**  
Water Conditioner  
is a miniature  
Mixed-Bed De-  
Ionizer that removes

the dissolved impurities from ordinary tap water. It provides the equivalent of distilled water for uses where elimination of lime-forming deposits is important—such as steam irons, vaporizers, bottle warmers, etc. KLEENSTEAM is easy to use, convenient, neat, well-made, reliable, and inexpensive! At leading distributors, jobbers, or wholesalers—or write to IWT\* for particulars.

### PUT THIS DISPLAY TO WORK FOR YOU



Bubble  
Package  
Also  
Available

### \*ILLINOIS WATER TREATMENT CO.

840 CEDAR ST. • ROCKFORD, ILLINOIS  
Specializing in Applications of  
ionXchange Since 1937



**ZENITH SALES CORPORATION**  
PRODUCT DEVELOPMENT MEMORANDUM

TO: ZENITH RADIO CORPORATION  
Engineering and Styling Dept.  
FROM: L.C. Truesdell  
Re: F615 AM Table Radio (AC/DC)

January 7, 1960

Keep our dealers in front with  
distinctive new styling and design  
and the new Filter-Tenna for even  
better performance in the new 615!

*L.C. Truesdell*



**CHICAGO—(September 12)**—Zenith Radio Corporation now offers a new high-performance radio which combines distinctive new styling with a new Filter-Tenna that dramatically reduces interference. The new antenna features an electrostatic shield which reduces static caused by many types of electrical appliances and also provides far clearer reception of distant stations under various atmospheric conditions. Called the Zephyr, Model F615,

this new Zenith presents a radically new concept in radio shapes. The entire front panel forms an elegantly ribbed speaker grille; viewed from the side, both front and rear of the cabinet taper inward to form a slim triangle. Customers have a choice of three color combinations: charcoal with ivory color grille; cadet blue with blue mist grille; tan with beige grille; each with harmonizing metallic color trim. Suggested retail price is \$39.95\*.



**ZENITH**

*The quality goes in  
before the name goes on*



**ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO.**

The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 42 years of leadership in radionics exclusively.  
\*Manufacturer's suggested retail price.  
Price and specifications subject to change without notice.

# TODAY'S BIG HEADLINER!

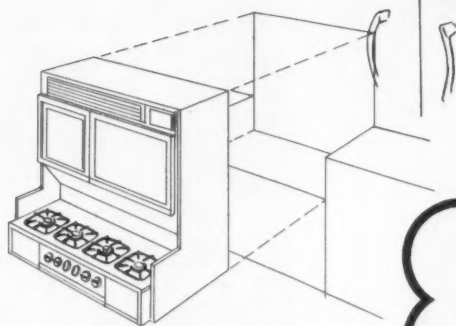
*Charm*  
GAS RANGE BY

**ROPER**



TREND-SETTING  
GAS RANGE, PACKED  
WITH NEW FEATURES...  
BACKED BY POWER-  
LOADED PROMOTION!

Famous Roper Quality . . . instant Roper acceptance . . . now all dressed up in a brand-new look that's tailor-made for the lucrative *quality market*! A high ticket trend-setter that will move . . . and **MOVE FAST**! Star the stunning \*Charm\* in your showroom . . . for a big profit payoff on the industry's hottest new trend. . . Write or phone us NOW.



**EASY INSTALLATION**  
Fits neatly in 40" pre-planned alcove between or at end of cabinets.

**BIG PROFIT ITEM!**  
**GET YOUR SHARE!**

WRITE DEPARTMENT  
EM FOR FULL DETAILS

- Two extra-capacity ovens with glass doors!
- Separate thermostatically-controlled meat-oven, *with rotisserie*!
- All cooking done in comfort-zone!
- Extra storage space in base cabinet!
- 4-burner top with famous Tem-Trol automatic burner!
- Fluorescent-glow illumination!
- New satin-chrome tilt-up cooking top!
- Style-Slim burner controls!

**GEO. D. ROPER SALES CORP.**

A SUBSIDIARY OF GEO. D. ROPER CORPORATION  
KANKAKEE, ILLINOIS



## What Is In The Cards For Refrigeration?

CONTINUED FROM PAGE 1

"I don't see any rockets going off," one man said. "We're figuring it will be even with 1960, which we figure is down 8% to 10% from 1959."

Background to this feeling at more than one factory is the belief, re-learned this year, that it is much easier on the pocketbook to increase production than it is to curtail it. "Particularly if you start curtailing about 30 days too late" grimaced a product manager.

**Features for 1961**, aside from any that are under wraps right now, will include much more ice-maker emphasis, and extension of no-frost features down toward the low end. The much heralded new insulations don't look like a good bet right now. Foam still costs plenty, even though costs are down. From twice as expensive, it's down to about 25% more than standard insulation, they say.

First into the breach with polyurethane will probably be Frigidaire, where a freezer has been full-foamed for some time.

Other big changes aren't in the cards either, barring decisions to pull out all the stops. One comment on this point was, "Let's face it: Is this any kind of a year to drop a bundle of new tooling?"

**The answer to the problem?** "Well, maybe it's time to start gearing to a realistic figure and forget the 'pie-in-the-sky' is one man's hard-won conclusion.

Maybe it is.

## Reply to FTC on 'Gross'

CONTINUED FROM PAGE 1

Norge's position apparently is going to be that competition forced any move toward use of NEMA gross figures.

● G-E spokesmen gave this view point some backing: "We are on the NEMA committee examining this thing. We are in favor of standardization, and would like to see that standard be the net figure."

But G-E added, "we do feel that in the meantime, as long as it's going to get a little rugged out in the field, we should be free to make other moves."



"I can make it out, now. It says, 'patent refused.'"

## Melon Balls Bring Amana Sales

It's a selling idea Amana dealers in the tough Windy City market are using. They stock freezers with real food—and sales are up 15% to 20%.

Moe Claver of Central Utilities, Berwyn, Ill., fills a freezer with grapes, sliced bananas, chicken and stuffed peppers.

In Highland Park, Ill., Highwood Electric shows ice cream cones, soda crackers, dried cereal and raw eggs in an Amana freezer.

And John Altmeyer of Becker's in Evanston, Ill., stocks his freezer with waffles, marshmallows, half a cantaloupe—plus those melon balls.

**All three dealers—and more—**have learned it pays to stock their display freezers with real food. Even

in sophisticated Chicago, it has proven an excellent sales demonstration aid and convincer.

"Live demos have been a big hit," beams Joe Risner, Amana's Chicago branch manager. "We're 15% to 20% ahead in freezers and freezers-plus-refrigerators. One South Side dealer was content to sell 15 or 20 a year," Risner says in illustration. "Now he's doing three times that."

Customers like the idea, too. Amana queried a typical shopper in wealthy Highland Park. Her reaction to the display? "It was very dramatic."

**Some dealers** are adding a few wrinkles of their own. In Waukegan, Ill., about 25 miles north of Chicago,

brothers Gus and Nick Petropoulos use two Amana freezers.

One freezer shows frost on the food. The other is completely stocked and free of frost.

To show frost collecting on Amana's "Frost Magnet," they have replaced some of the metal in the meat section with glass.

Inside their freezer, the Petropoulos brothers have the usual assortment of food, plus cottage cheese and potato chips.

**Systematic stocking** is a trademark at Novak & Parker, Northbrook, Ill. Manager Howard Sitka arranges foods on shelves—even cigarettes. "People look startled when they see the frozen cigarettes," he says.

tune  
in  
new  
profits!

feature **WESTCLOX**  
Kitchen Electrics  
advertised on the new



## TAB HUNTER SHOW

NBC-TV  
Every Sunday  
Evening—Starting  
Sept. 18th



6 1/2" HIGH

### SONNET electric

- Distinctive feminine styling.
- 3 dimensional dial with raised, easy-to-read numerals.
- Front knob-set; sweep second hand.
- Mounts flush on wall; recess for excess cord.

No. 906—Yellow, White, Pink  
DEALER COST \$3.93  
Retail Price \$5.98

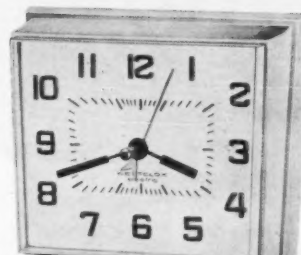


8" DIAMETER

### TAMBOURINE electric

- Distinctive, eye-catching design for modern kitchens.
- Large numerals—easy-to-read.
- Front knob-set; sweep second hand.
- Mounts flush . . . recess for excess cord.
- New Nutmeg color complements wood kitchen cabinets.

No. 905—White, Yellow, Nutmeg  
DEALER COST \$5.24  
Retail Price \$7.98



6" HIGH

### MANOR electric

with tilt-down, glare free dial that's easy-to-read from every angle.

- Simple, distinctive design complements any kitchen setting.
- Mounts flush on wall; recess for excess cord.
- Front hand set; sweep second hand.

No. 912—White, Turquoise, Yellow  
DEALER COST \$4.59  
Retail Price \$6.98



6" DIAMETER

### POPULAR VOLUME SELLER

#### SPICE electric

- Mounts flush on wall.
- Trim metal case; traditional styling.
- Front knob-set; sweep second hand.

No. 1160—White, Yellow, Red  
DEALER COST \$3.93  
Retail Price \$5.98  
No. 1164—Copper, Chrome  
DEALER COST \$4.59  
Retail Price \$6.98

depend on

CALL YOUR WESTCLOX WHOLESALER NOW TO PLACE YOUR ORDER!

# WESTCLOX

electric

MAKERS OF BIG BEN • WORLD'S LARGEST MANUFACTURER OF TIMEPIECES • LA SALLE-PERU, ILLINOIS

## PEOPLE in the NEWS

**Hoffman Electronics Corp.**—David R. Hull has been elected executive vice president of the corporation, a new position. Before this appointment he was vice president and general manager of equipment operations for the Raytheon Co.

**Metalaire Products**—S. L. Gordon was appointed general sales manager of the division of McGraw-Edison Co. in Phoenix, Ariz. He formerly was national field sales manager for the Spartus Corp., Chicago.

**Maytag**—Allan N. Stock was named western Canada branch manager for Maytag Co., Ltd.



Gordon  
of Metalaire



Hull  
of Hoffman



Lunney  
of GE

**Wright Manufacturing Co.**—D. W. Sexton was named advertising manager of the manufacturer of evaporative air coolers.

**Estey Electronics Corp.**—Roy Hunt has been appointed national sales manager of the electronic organ and small instrument divisions. He was

sales manager for Pacific Music Supply Co. of Los Angeles.

**General Electric**—Charles R. Lunney was appointed manager-advertising and sales promotion for the television receiver department. He was manager of advertising and sales promotion for Sylvania Home

Electronics Corp.

In the television receiver department, Harry Hill, Jr. has been appointed district sales representative for Philadelphia, Washington, and Raleigh, N.C. F. Gene Abrams has been elevated to the same post for the St. Louis, Memphis and Louisville areas.

**Motor Wheel Corp.**—William L. Wood has recently been appointed metropolitan sales manager of the consumer product division. He was formerly the advertising and sales promotion manager in the same division.

**RCA**—W. Walter Watts was elected a director of the corporation. He is chairman of the board and president of the RCA Sales Corp. and RCA group executive vice president. He succeeds as a director Dr. Charles B. Jolliffe who has gone into retirement.

it's new • it makes indoor air outdoor fresh • it destroys more air-borne bacteria • it removes more pollen and dust • it treats more air • it's guaranteed for a full year • it's styled to sell • it's quiet • **it's the Pentronaire Purifier** • and this is



the only portable purifier with industrially proven  
Ionray Cold Cathode Electronic Tube



PENTRON SALES CO., INC.

Subsidiary of Pentron Electronics Corporation, 779 South Tripp Avenue, Chicago 24, Illinois  
Exclusive Distributor Franchises available. Write for details.



U.S. Patent #2,941,265

*And be sure to see the best balanced line in tape recorders... Pentron for '61*

## Capehart President Jack M. Winer Dead



JACK M. WINER

The 53-year-old Capehart Corp. executive was the victim of a heart attack. He died Aug. 30 at his desk at the Capehart plant in Richmond Hill, N. Y.

Well known in the appliance and electronic fields, Winer in 1934 founded the Dynamic Service Co., a Manhattan retail operation, which grew into a chain of retail stores. After dropping the retail end of the business in 1953, the company concentrated on producing electronic consumer, industrial and military goods. In 1959, Dynamic became Capehart Corp.

Winer had been president of the organization since its founding.

## DISTRIBUTOR APPOINTMENTS

**TELECTROSONIC**—Top Line Distributors, Pittsburgh, for Western Pennsylvania and West Virginia bordering Ohio.

**KITCHENAID**—For dishwashers, Wholesale Service Co., Louisville, Ky., for Louisville, central Kentucky and southern Indiana; Koehlinger Co., Fort Wayne, Inc., for 13 counties in Indiana and three in Ohio.

**PIONEER SAWS**—Caudill Seed Co., for Kentucky.

**ORCOA ORGANS**—G. Spencer, Inc., Minneapolis, for Minnesota and western Wisconsin.



First and only  
from  
SYLVANIA

reflection-free  
portable 19"  
TV

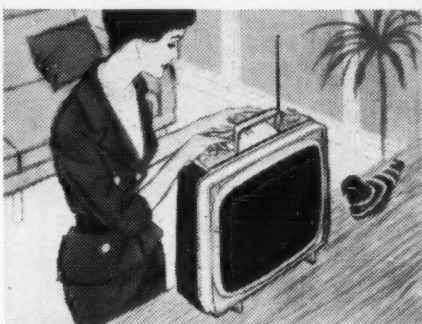
(measured diagonally\*)

New Sylvania portable with  
Slim 'n' Square styling  
available in choice  
of four color combinations:  
Sahara Tan & Cloud White,  
Tropic Green & Surf Green,  
Lake Blue & Cloud White,  
Morocco Brown & Cloud White

Watch for the lady in red,  
coming soon from your  
Sylvania distributors.



**First and only portable TV** with reflection-free "satin finish" safety screen. Gives a big squared 19" picture with no annoying reflections from windows, lamps, floors or bright objects indoors or out. Your customers enjoy a clear, satisfying picture anywhere.



**First and only portable TV** with powerful new Super Triode Tuner and new top-front sound system. Super S-110 chassis with 25-tube performance and built-in antenna assures superb reception even in "fringe" areas. (Look for dazzling ads in *Life* and *Post*—listen for dynamic commercials on NBC radio network "News on the Hour.")



**First and only portable TV** with reflection-free shatterproof screen for extra safety in the home. Locks out dust and dirt that dull the picture on ordinary TV. Once your customers see this beauty, they'll want to carry it home. And they can—because it's *so light and priced so right!*

Quality you can bank on—in TV, Stereo High Fidelity, and Radio

\*174 sq. in. viewing area

# SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



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# BONANZA!



The wraps are off what promises to be the most profitable,  
best selling tape recorder in the low price field

#### The New Tempo by Pentron

Model GR-15

The superior performance and quality of this new tape recorder speaks for itself. For only \$119.95, sell performance and features normally found only in tape recorders in the \$200.00 price range. This is a real Bonanza! You get more to sell, you make more money, and your customers get more tape recorder for their money.

Look what you have to sell: Unilever Control, the most

dependable tape recorder mechanism ever; a 6" PM Alnico-5 High Fidelity cone speaker, and a hand-wired, transformer-powered, "humless" AC amplifier; holds 5" or 7" reel; plays at either 3 1/4" or 7 1/2" speeds; a whisper-quiet, 4-pole motor for smoothest operation; a Nortronics Record/Play head that plays back 1/2-track, 2-track or 4-track stereo tapes (in stereo version) without having to be manually adjusted. It's a real Bonanza of profit and value. Find out today.

## PENTRON®

PENTRON SALES CO., INC.

Subsidiary of Pentron Electronics Corporation, 779 South Tripp Avenue, Chicago 24, Illinois  
Exclusive Distributor Franchises available. Write for details:



The Pentronaire Purifier is brand new and profitable, too...be sure to see it

## MERCHANDISING SUPPLEMENT NEW PRODUCTS— NEW SALES

Specify

**LIFSCHULTZ**

...and  
be sure!  
61 years of  
Dependable  
Service!

**LIFSCHULTZ  
FAST FREIGHT**  
FASTEST TO BOTH COASTS!

## SEARCHLIGHT SECTION

 CLASSIFIED  
ADVERTISING

### SELLING OPPORTUNITY WANTED

Latin America, U. S. field representative residing Panama traveling area seeks representations. RA-5175, Electrical Merchandising Week, P. O. Box 12, New York 36, N. Y.

### BUSINESS OPPORTUNITY

Have Parts—Will Travel! Inventor needs firm to manufacture and/or assemble an electronic waste-container, on royalty basis. Unit designed to eliminate step-on cans in hotels, homes and hospitals etc. Production details, blueprints and quotations available—send to BO-5168, Electrical Merchandising Week, P. O. Box 12, New York 36, N. Y.



A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (June 1960 vs. June 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.3	18.6	18.3	no change (July 1960 vs. July 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	328	334	333	1.5% down (June 1960 vs. June 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	277	276	283	2.1% down (June 1960 vs. June 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	21	28	31	32.2% down (July 1960 vs. July 1959)
<b>HOUSING STARTS</b> (thousands)	114.1	126.8	149.7	23.8% down (July 1960 vs. July 1959)
<b>AUTO OUTPUT</b> (thousands)	51.6**	39.0**	17.3**	198.2% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	354.3+	347.0+	338.3+	4.7% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	25.8+	23.7+	24.8+	4.0% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
<b>EMPLOYMENT</b> (thousands)	68,689	68,579	67,594	1.6% up (July 1960 vs. July 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

\*\*Figures are for week ending September 3, 1960 and preceding week (revised).

+ Figures are for quarters.

++ Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
<b>DISHWASHERS</b>	June	41,600	46,600	-10.73
	6 Mos.	277,600	240,400	+15.47
<b>DRYERS, Clothes, Electric</b>	July	50,264	66,791	-24.74
	7 Mos.	362,592	406,601	-10.82
Gas	July	22,316	28,457	-21.58
	7 Mos.	192,585	196,068	-1.78
<b>FOOD WASTE DISPOSERS</b>	June	59,300	64,500	-8.06
	6 Mos.	363,600	350,400	+3.77
<b>FREEZERS</b>	June	106,500	127,600	-16.54
	6 Mos.	574,300	653,000	-12.05
<b>PHONOGRAPH SHIPMENTS</b>	June	267,700	197,876	+35.29
	6 Mos.	1,803,018	1,495,621	+20.55
<b>PHONOGRAPH RETAIL SALES</b>	June	210,264	167,961	+25.19
	6 Mos.	1,861,190	1,531,276	+21.55
<b>RADIO PRODUCTION (excludes auto)</b>	Week Aug. 26	186,356	200,353	-6.99
	34 Weeks	6,452,575	5,511,699	-17.07
<b>RADIO RETAIL SALES</b>	June	702,889	678,195	+3.64
	6 Mos.	3,878,358	3,158,881	+22.78
<b>TELEVISION PRODUCTION</b>	Week Aug. 26	124,362	140,936	-11.76
	34 Weeks	3,682,288	3,680,520	+ .05
<b>TELEVISION RETAIL SALES</b>	June	371,661	344,795	+7.79
	6 Mos.	2,657,527	2,263,957	+17.38
<b>REFRIGERATORS</b>	June	308,500	361,000	-14.54
	6 Mos.	1,777,700	1,866,300	-4.75
<b>RANGES, Electric—Standard</b>	June	67,700	77,000	-12.08
	6 Mos.	435,300	495,600	-12.17
Built-in	June	58,500	74,400	-21.37
	6 Mos.	348,600	353,300	-1.33
<b>RANGES, Gas—Standard</b>	July	89,200	116,900	-23.70
	7 Mos.	844,600	925,900	-8.78
Built-in	July	24,200	26,800	-9.70
	7 Mos.	200,900	187,300	+7.26
<b>VACUUM CLEANERS</b>	July	223,008	221,232	+ .80
	7 Mos.	1,905,476	1,932,422	-1.39
<b>WASHERS, Automatic &amp; Semi-Auto</b>	July	174,608	251,300	-30.52
	7 Mos.	1,403,460	1,621,539	-13.45
Wringer & Spinner	July	43,047	66,763	-35.52
	7 Mos.	416,901	506,709	-17.72
<b>WASHER-DRYER COMBINATIONS</b>	July	8,974	9,665	-7.15
	7 Mos.	88,840	96,914	-8.33
<b>WATER HEATERS, Electric (Storage)</b>	June	58,300	80,600	-27.67
	6 Mos.	351,200	437,100	-19.65
<b>WATER HEATERS, Gas (Storage)</b>	July	260,200	245,100	+6.16
	7 Mos.	1,615,700	1,787,500	-9.61

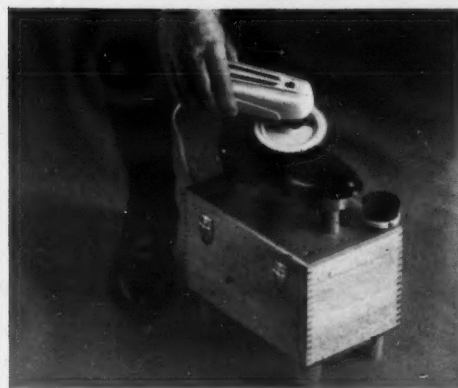
Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

# NEW IDEAS

## MAKE THE DIFFERENCE IN

# RONSON

# PRODUCTS



Another first  
from Ronson!

New! **Roto-Shine Shoe Polisher**. Does all the work you used to do—electrically. Spreads polish without mess, brushes shoes, buffs to professional mirror shine. Standard package, **\$19.95.\*** Imported hardwood utility box (shown), **\$23.50.\***

\*suggested retail

One year free service on  
all Ronson products. 77  
national service outlets.

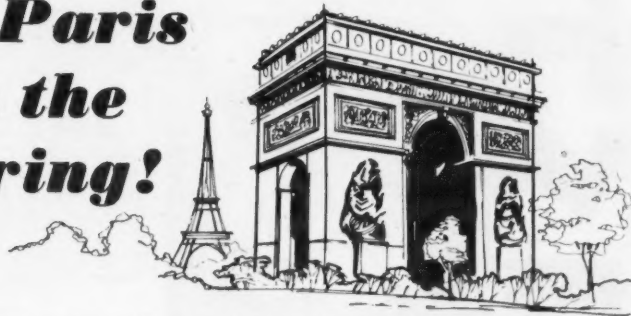
**RONSON**  
International Standard  
of Excellence

Ronson Corp., Woodbridge, N. J.

## MAIL THIS COUPON TODAY!

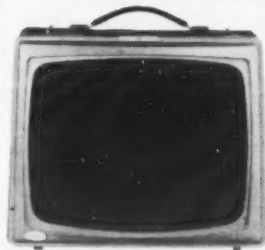
RONSON CORPORATION One Ronson Road, Woodbridge, N. J. Attn: Appliance Product Mgr. Please send me complete information on all Ronson appliances plus full details of new cooperative advertising program.	RS-1
NAME _____	
COMPANY _____	
ADDRESS _____	
CITY _____ ZONE _____ STATE _____	

## See Paris in the Spring!



Hoffman's sending over 2,000 people to Paris  
next May. Want to come along? See your Hoffman  
distributor... and see how easy it is.

Fly SAS Jets in 1st Class Luxury **Suivons**



## Hoffman '61

See profits right now!

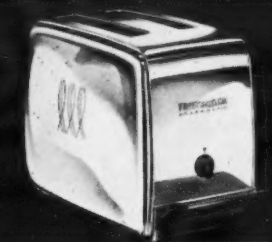
Hoffman Compactable 19—  
The most console-featured  
portable going!

There's no TV, Stereo Hi-Fi, Radio... quite like Hoffman  
Hoffman Electronics Corp., 6200 So. Avalon Blvd., Los Angeles 3, Calif.

# TOASTMASTER

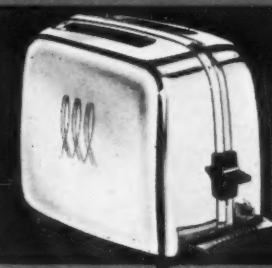
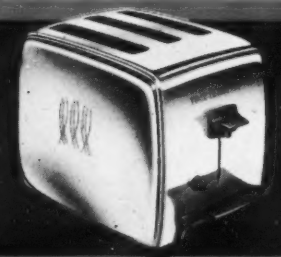
automatic and powermatic toasters  
give you  
a complete toaster  
line to sell up to  
...to up sales, too!

**TOASTMASTER 3-SLICE POWERMATIC TOASTER.**  
Finest toaster made today! Provides 50% extra toasting capacity for larger families. Exclusive Powermatic action lowers toast fast and automatically... there's no lever to push. Versatile—makes 1, 2, or 3 slices at a time as needed. Exclusive toast control dial permits interruption of toasting at any point in cycle. Self-adjusting Superflex Timer. Model 1C4, \$34.95\*.



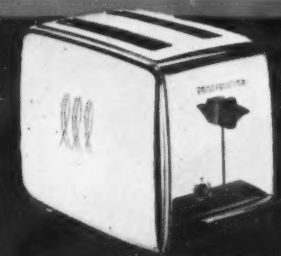
**TOASTMASTER 2-SLICE POWERMATIC TOASTER.**  
Same Powermatic action as the 3-slice toaster, sized just right for the average family that wants the best. Bread lowers automatically. Self-adjusting Superflex Timer, too. Model 1B16, \$29.95\*.

**TOASTMASTER 3-SLICE AUTOMATIC TOASTER.**  
A handsome 3-slice toaster for the larger family, priced slightly lower than the powermatic model. It's automatic—lever operated. Superflex Timer. Extra large, extra-cool bakelite handles. Model 1C5, \$29.95\*.



**TOASTMASTER 2-SLICE AUTOMATIC TOASTER.**  
America's favorite Gift Toaster! Has all the automatic features, but is designed for the economy-minded family. Superflex Timer. Hinged, pushbutton crumb tray. Model 1B24, \$21.00\*.

**TOASTMASTER 2-SLICE COMPACT AUTOMATIC TOASTER.**  
A space saver... 30% smaller than the average toaster. Designed especially for the family on a budget, or for homes that have less space on shelf, counter or table. Equipped with Self-adjusting Superflex timer. Makes perfect toast every time. Model 1B21, \$17.95\*.



**SELL THE COMPLETE TOASTMASTER LINE... A TOASTER FOR EVERY SIZE FAMILY... A TOASTER FOR EVERY BUDGET.**

You can build more toaster sales and profits by "selling up"... with these outstanding trade-up features. And you can offer your customers a complete selection of the toaster brand with the unequalled quality... tradition



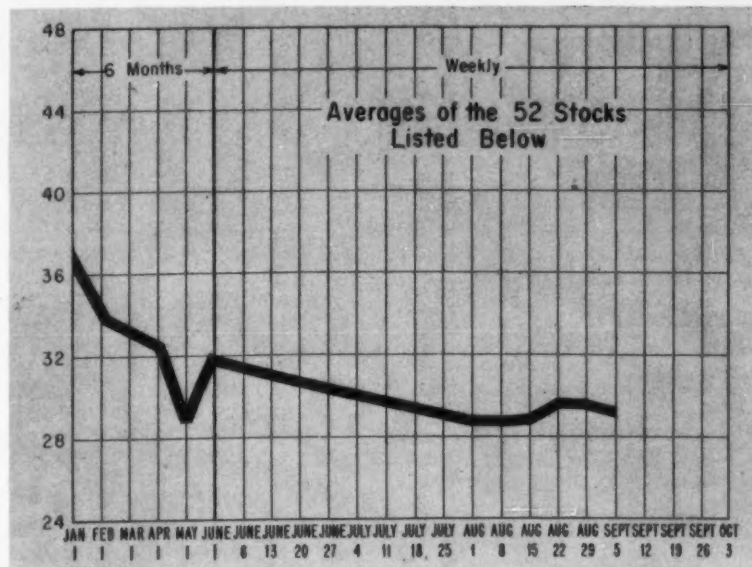
**TOASTMASTER**  
*First in Electric Homewares*

"TOASTMASTER" is a registered trademark of McGraw-Edison Co., Elgin, Ill. and Oakville, Ont. © 1960



\*Recommended Retail Prices

**TAKING STOCK** A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



## STOCKS AND DIVIDENDS IN DOLLARS

### NEW YORK EXCHANGE

	HIGH	1960 LOW	CLOSE AUG. 29	CLOSE SEPT. 2	NET CHANGE
Admiral	23 7/8	14 1/2	15 1/4	14 3/8	- 5/8
American Motors 1	29 1/2	20 3/4	22 7/8	23 1/4	+ 3/8
Arvin Ind. 1	27 1/2	18 3/4	20 1/2	20 5/8	+ 1/8
Borg Warner 2	48 1/2	34 1/4	36 3/4	36 1/4	- 1/2
Carrier 1.60	41 3/4	27 1/8	32 3/4	31 7/8	- 1/2
CBS 1.40B	45 1/4	36 3/8	39 1/2	41 1/4	+ 1 3/4
Chrysler 1	71 7/8	40	43 1/2	43 3/4	+ 1/2
Decca Records 1.20	35 3/8	17 3/8	33 1/4	32 1/2	- 3/4
Emerson Electric 1	50	33	47 3/4	46 7/8	- 3/8
Emerson Radio .50F	22 1/8	11 1/8	15 3/8	16	+ 3/8
Fedders 1	20 3/8	16 1/8	17 3/8	17 3/8	- 1/4
General Dy. 2	58 3/8	38	44 1/8	42 1/2	- 1 1/4
General Elec. 2	99 7/8	79	84 1/8	82 1/2	- 1 1/4
General Motors 2XD	55 7/8	43	45 1/8	44 7/8	- 1/4
General Tel & El .76*	34 1/8	27	30 7/8	31 1/8	+ 3/4
Hoffman Elec. 60	30 1/4	18 1/8	24 3/4	22	- 2 3/4
Hupp Corp. .37T	13 1/4	7 5/8	9 1/8	9 1/4	+ 1/8
Magnavox LXD	55	31 3/4	48 3/4	48 1/4	- 1/2
Maytag 2AXD	44 1/2	31	35	34 1/4	- 3/4
McGraw-Edison 1.40	45 3/4	33 1/8	36	35 3/4	- 1/4
Minn. M&M .283H*	88	65	72 3/4	72 3/4	-
Montgomery Ward 2	55 3/8	30 1/2	31 1/2	31 7/8	+ 3/8
Monarch .2EO	19 7/8	12 3/8	13 1/8	13	- 1/8
Motor Wheel 1	23 1/4	14	15	15	-
Motorola 2*	98	75 1/8	84 1/4	85	+ 3/4
Murray Corp.	28 3/4	24 3/4	26 1/2	26 3/4	+ 1/4
Philco 1/4G	38 1/4	23 3/4	25	24 7/8	- 1/8
RCA 1B	78 3/8	59 1/2	62 7/8	61 3/8	- 1 1/2
Raytheon 2.37T	53 3/8	35 1/2	41 1/4	39 7/8	- 1 3/8
Rheem .60	28 7/8	15 3/8	17 1/2	17 1/2	-
Ronsan .60	12 1/4	9 3/4	10 5/8	11 5/8	+ 1
Roper GD	21 1/2	14 1/8	17 1/2	17 1/2	-
Schick	16 3/4	9 1/4	10 7/8	11	+ 3/8
Siegler Corp. .2OR	43	29 1/4	37	36 1/4	- 3/4
Smith A. O. 1.60A	53 3/8	33 3/4	42 1/4	40 7/8	- 2 1/8
Sunbeam 1.40A	64 1/2	48 1/2	55	54	- 1
Welbilt .10G	7 7/8	5	5 1/8	5 1/4	+ 1/8
Westinghouse 1.20	65	45 1/2	54 7/8	53 1/4	- 1 1/8
Whirlpool 1.40	34 3/8	22	25 1/2	24 3/4	- 3/4
Zenith 1.60	127 3/4	89 1/8	125	127 1/8	+ 2 1/8

### AMERICAN EXCHANGE

	HIGH	1960 LOW	CLOSE AUG. 29	CLOSE SEPT. 2	NET CHANGE
Casco Pd. .35E	10	6 3/4	9 7/8	9 7/8	-
Century Elec. 1/2	9 7/8	7	7	7	-
DuMont Lab.	12 1/2	6 1/2	12 1/4	12 1/4	-
Herold Rad.	7 7/8	1	1 5/8	1 3/4	+ 1/8
Ironrite .25T	10	6 1/8	7 7/8	7 3/4	+ 1/8
Muntz TV	6 1/2	4	5 3/4	5 3/8	- 1/8
National Presto	12 3/8	10 5/8	15	14 3/8	- 3/8
Nat. Un. Elec. (Eureka)	3 7/8	2 5/8	2 3/4	2 3/4	-
Proctor-Silex	9 7/8	6 5/8	8 1/8	8 1/8	-

### MIDWEST EXCHANGE

	HIGH	1960 LOW	CLOSE AUG. 29	CLOSE SEPT. 2	NET CHANGE
Knapp-Monarch	—	—	5 5/8	5 5/8	-
Travler Radio	—	—	7 7/8	7 7/8	+ 1/4
Webcor.	—	—	13 1/2	12 3/4	- 3/4

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. \*Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

**ANALYSIS:** September should prove to be the critical month for the stock market. The question rises whether the recent rally will set the trend for the remainder of the year or whether the market will revert to its disappointing summer status. On the EM Week chart the 52 key stocks dipped 1/4 pt in the wake of some very uneventful trading which

saw total volume down from the previous week, but up over the corresponding week of 1959. Two new lows were recorded this past week among the charted issues with 25 stocks closing on the down side, 17 showing advances and the remaining 10 registering no change. Zenith, at plus 2 1/8, led the advancing issues.



**EXPENSE-FREE  
VACATION!**

**PYT: '61**

**Pick Your Trip**

**for RCA WHIRLPOOL  
LAUNDRY APPLIANCE DEALERS  
AND THEIR SALESMEN**



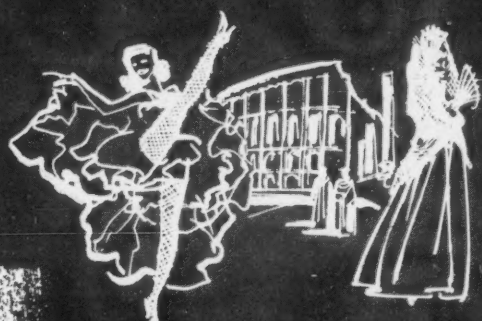
Las Vegas



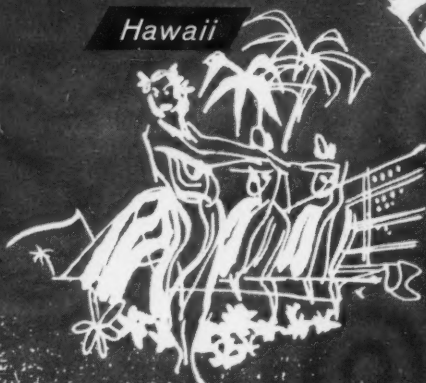
Miami



Mexico City • Acapulco



Paris • Madrid • Rome



Hawaii

*Not a contest...  
nothing to write!*



**Don't wait! One of these trips can be yours**

"Height-of-the-season" trips are waiting for you! Have you talked with your RCA WHIRLPOOL distributor to find out how you can win the vacation of your choice?

*Your family will love our family of home appliances*

**RCA Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan  
Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

**Hurry! Hurry!  
Pick your trip now!**



*Join up! ...it's easier to sell RCA WHIRLPOOL than sell against it!*



*Cash In On  
the Growing  
Humidifier  
Market with  
the Big  
Profit-Makers...*

# Coolerator®

## HUMIDIFIERS

### ONLY COOLERATOR OFFERS THIS BUILT-IN BONUS PROFIT PLAN!

#### 1. QUALITY PRODUCTS!

Actual service records show Coolerator products rank at the top of the industry for dependable performance!

#### 3. DIRECT FROM FACTORY PURCHASING!

You make better grosses . . . have supply and service points nearby!

#### 2. FEATURES THAT SELL!

With all the popular features, Coolerator products give you plenty to talk about!

#### 4. PROTECTED TERRITORIES!

A market area for every dealer—with protection—assures higher profit sales volume!

Here's the most profitable way to cash in on growing humidifier sales . . . Coolerator Humidifiers!

They not only provide a *new source* of profits all through the winter, but also *bonus profits* with the 4-point plan! And there's no installation, trade-in or service problems to cut into them!

You have plenty to sell with Coolerator Humidifiers, too. A unique Centrifugal Moisture Atomizer efficiently humidifies the air and, at the same time, washes it of dust and dirt! There's no plumbing. Coolerator models plug in anywhere, roll easily everywhere.

Custom models provide extra high performance with a special Humidity Booster and offer Automatic Humidistat control.

Don't miss the profits to be made in this expanding market . . . mail the coupon below today for complete information on Coolerator Humidifiers!

## ALBION DIVISION

McGraw-Edison Company • ALBION, MICH.

In Canada: 574 Fourth Line, Oakville, Ontario

PRODUCT OF



Finest in Home Comfort Appliances



### MAIL THIS COUPON TODAY!

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McGraw-Edison Company, Albion, Michigan

Please send complete information on Coolerator Humidifiers and the Bonus Profit Plan.

DEALER NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



